

CelTiX™

The new opacifying titanium dioxide extender for high PVC matt paints

THE APPLICATION OF MINERAL SCIENCE



CelTiX™ is a unique solution to titanium dioxide extension in high PVC matt paints.

Its exceptional opacifying capability makes it ideal for cost-effective decorative coatings formulated at PVC > CPVC, and provides excellent hiding power in single-coat paints.

CelTiX™

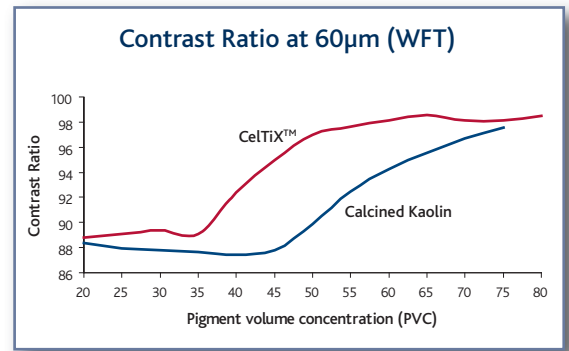
- TITANIUM DIOXIDE EXTENSION
- EXCEPTIONAL DRY HIDING
- FOR COST EFFECTIVE HIGH PVC MATT PAINTS
- HIGH OPACITY FOR SINGLE COAT DECORATIVE PAINTS
- ADDITIONAL MATTING PROPERTIES
- NATURAL PRODUCT WITH LOW CARBON FOOTPRINT
- LOW IN CRYSTALLINE SILICA

CelTiX™

What's more, CelTiX™ is a natural mineral product with a low carbon footprint and is low in crystalline silica

The distinctive structure of CelTiX™ contains a high volume of pores, or air voids, at the optimum size for light scattering of 0.3 – 0.4µm. This results in outstanding dry hiding in paints where PVC > CPVC. CelTiX™ improves opacity still further by reducing the CPVC of the paint, thereby increasing porosity and light scattering.

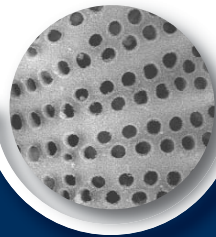
In addition, CelTiX™ contributes significantly to matting due to its mean particle size.



PHYSICAL CHARACTERISTICS

Grade	Brightness (ISO)	Mean Particle Size (d ₅₀ µm) Sedigraph	Mean Particle Size (d ₅₀ µm) Laser Diffraction	Oil Absorption (g/100g)	Specific Gravity	Refractive Index
CelTiX™	80	1.7	11.0	100	2.20	1.43

All technical data is provided for information only. It does not constitute a specification. Specifications are available on request.



FOR MORE INFORMATION

t: +44 (0)1726 818000 | f: +44 (0)1726 811200 | e: perfmins@imerys.com

www.imerys-perfmins.com