



Ti-Pure™

R-741 Titanium Dioxide

When Superior Tint Strength is Needed



Ti-Pure™ R-741 titanium dioxide flat-grade slurry when superior tint strength is needed

Ti-Pure™ R-741 titanium dioxide is a flat-grade slurry designed to offer maximum hiding and tint strength in high-PVC architectural coatings. Ti-Pure™ R-741 uses a unique dispersant package to provide the best compatibility with modern coatings. Furthermore, Ti-Pure™ R-741 manufacture uses novel process conditions and equipment to enhance hiding and tint strength capability.

Superior Tint Strength and Hiding Power

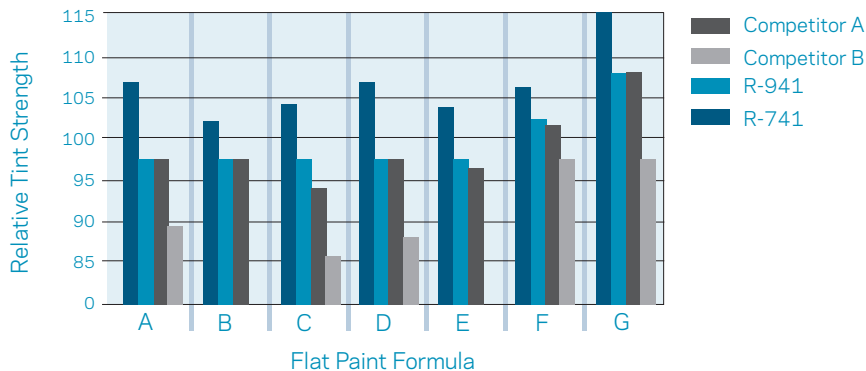
Ti-Pure™ R-741 is designed to optimize the tint strength performance in high-PVC coatings. Figure 1 illustrates the relative tint strength of several architectural paints made with Ti-Pure™ R-741 versus Ti-Pure™ R-941 and other commercially available flat-grade slurries. Figure 1 shows its relative tint strength advantage in multiple paint formulas. Ti-Pure™ R-741 typically shows a 4–16% advantage over other flat-grade slurries.

Ti-Pure™ R-741 also produces improved hiding power versus other flat-grade slurries. Figure 2 shows the relative hiding power of several architectural paints. Ti-Pure™ R-741 produces between 2 and 6% advantage in several representative coatings.

The TiO₂ in Competitive Sample A, as seen in Figure 3, is 10% less efficient in providing tint strength versus Ti-Pure™ R-741. The paint producer can either save 10% on TiO₂ raw material cost or improve their film formation properties.

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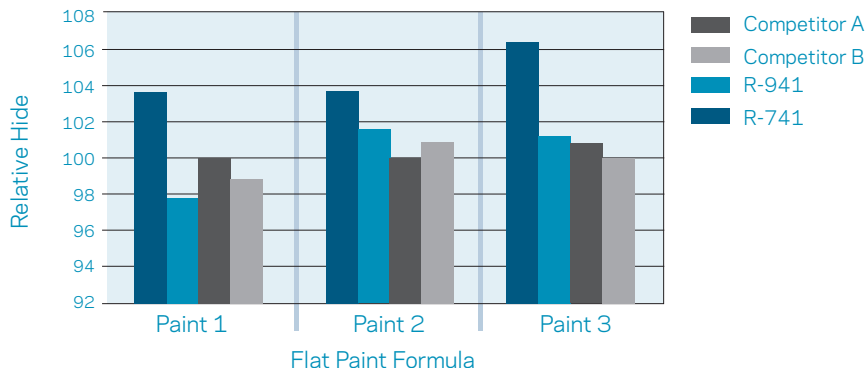
Figure 1: Relative Tint Strength of Flat-Grade Slurries in Several Architectural Paints



Competitive A and B are Commercial Flat Grade Titanium Dioxide Slurries

Note: The selected paint formulas range in TiO₂ content from 0.7–2.5 lb/gal and in PVC from 45–70%.

Figure 2: Relative Hide of Flat-Grade Slurries in Several Architectural Paints



Competitive A and B are Commercial Flat Grade Titanium Dioxide Slurries

Note: The selected paint formulas range in TiO₂ content from 0.7–2.5 lb/gal and in PVC from 45–70%.

Figure 3: High Quality Commercial Paint Equal TiO₂ Loading



For more information, visit www.titanium.chemours.com