



COATINGS

**INDORAMA**  
VENTURES



# OXITIVE<sup>®</sup> 7000 SERIES

APE-free wetting agents for  
water-based coatings



A broad range of surfactants designed to decrease interfacial tension between coatings components hence allowing high pigment and filler load of mill-base during grinding, high compatibility of colorants in tinting systems and improved substrate wetting.

## BENEFITS

- Reduces the viscosity of the mill base
- Increases pigment load and improves dispersion process
- Suitable for tinting systems
- Broad HLB range





# FEATURES

- APE-free surfactants
- Package: Sample, Drum, Bulk

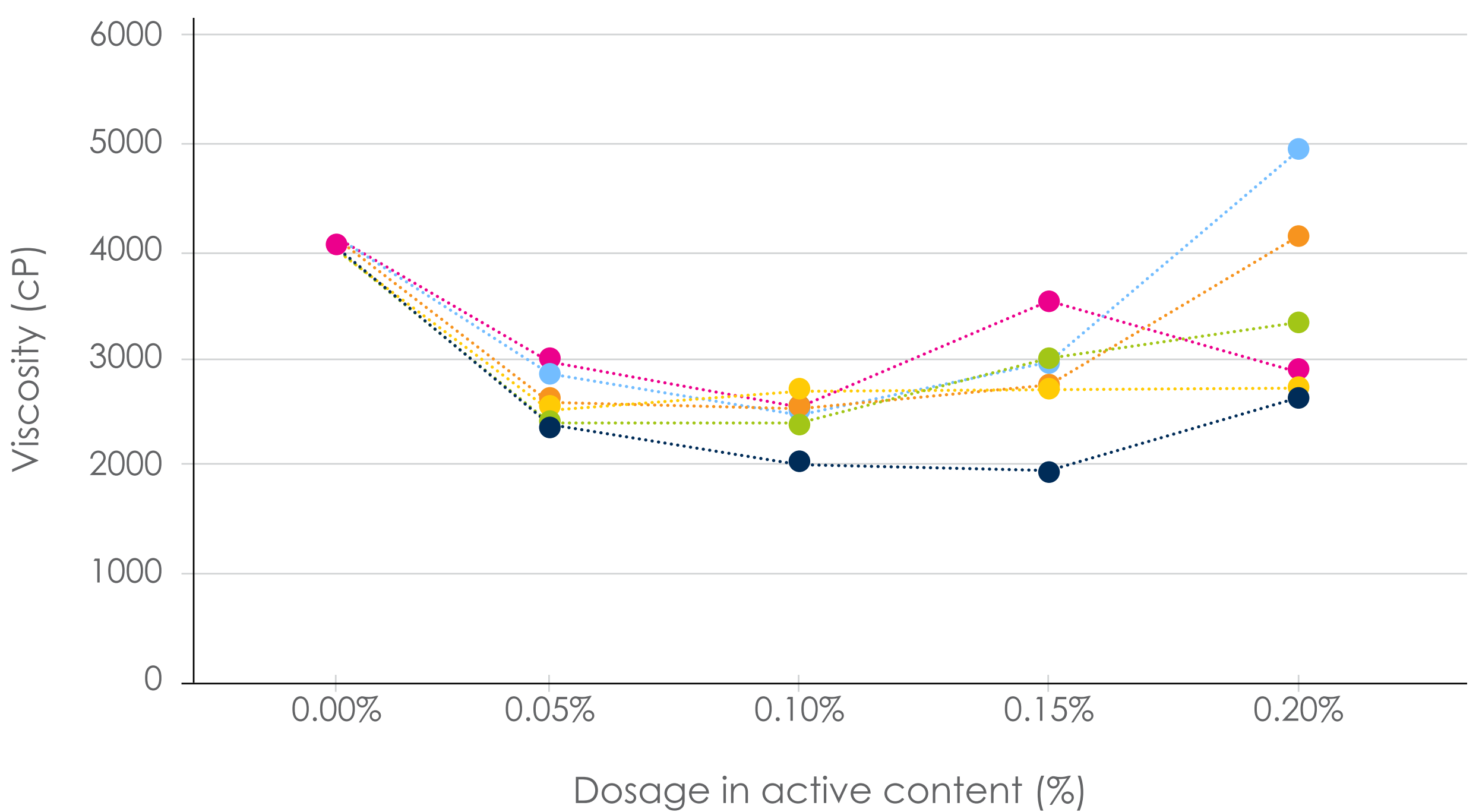
PRODUCTS	HLB	CLOUD POINT (°C)	PHYSICAL STATE	SURFACE TENSION, 0.1% AT 25 °C	LOW VOC	LOW FOAM	SCRUB RESISTANCE	COLOR DEVELOPMENT	RUB-OUT	SAGGING RESISTANCE
OXITIVE® 7110	16.9	80	Liquid	44.3	=	=	+	=	+	=
OXITIVE® 7210	7.0	22	Liquid	30.5	=	+	=	=	+	+
OXITIVE® 7233	11.5	42	Liquid	28.2	=	=	=	=	+	=
OXITIVE® 7245	13.4	81	Paste	31.8	=	=	=	=	=	=
OXITIVE® 7255	14.0	90	Paste	33.6	=	=	=	=	=	=

Performance relative to Nonylphenol 9.5 EO



# PERFORMANCE TESTS

## Mill base viscosity



- OXITIVE® 7255
- OXITIVE® 7245
- OXITIVE® 7233
- OXITIVE® 7110
- OXITIVE® 7210
- Nonylphenol 9.5 EO

**Tested slurry:** Calcium carbonate, dolomite, precipitated calcium carbonate and kaolin.

**Test condition:** Brookfield viscometer/ dispersant: Oxitive® 8380 (sodium polyacrylate) @ 1.0%.

**OXITIVE® 7000** reduces the viscosity of the mill base, which allows greater incorporation of fillers and pigments during the dispersion process.



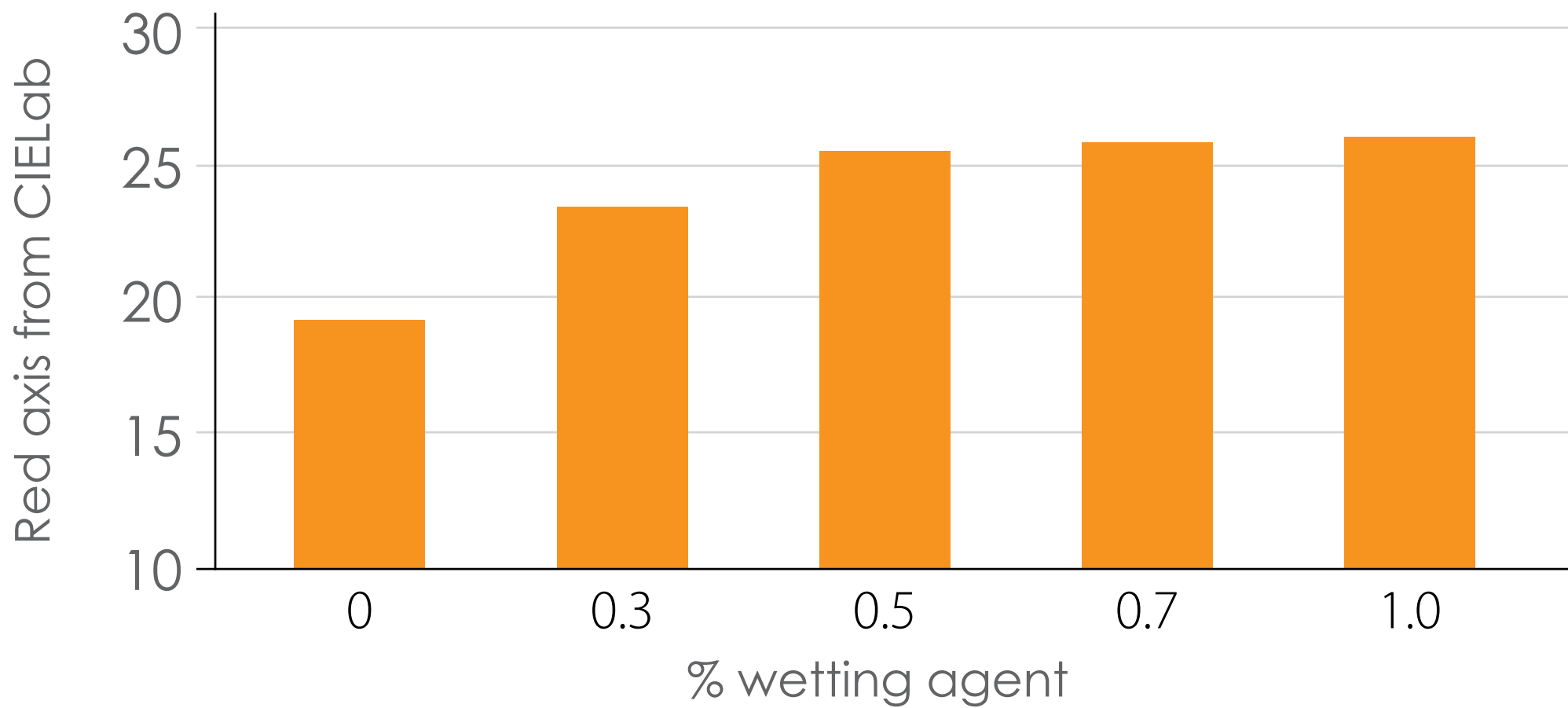
# PERFORMANCE TESTS

## Color development OXITIVE® 7110

### Wetting agent dosage (OXITIVE® 7110)



### Color development for OXITIVE® 7110



**Tested paint:** Pure acrylic, PVC ~ 40%, tinted with inorganic red pigment.

**Test condition:** color difference measurement (Indorama Ventures' Internal Method).

The **OXITIVE® 7000** line presented increasing color development for inorganic pigments on a white base, with noticeably better results even at low dosages of 0.3%.



# PERFORMANCE TESTS

## OXITIVE® 7210

### 0.1% ANTIFOAMING

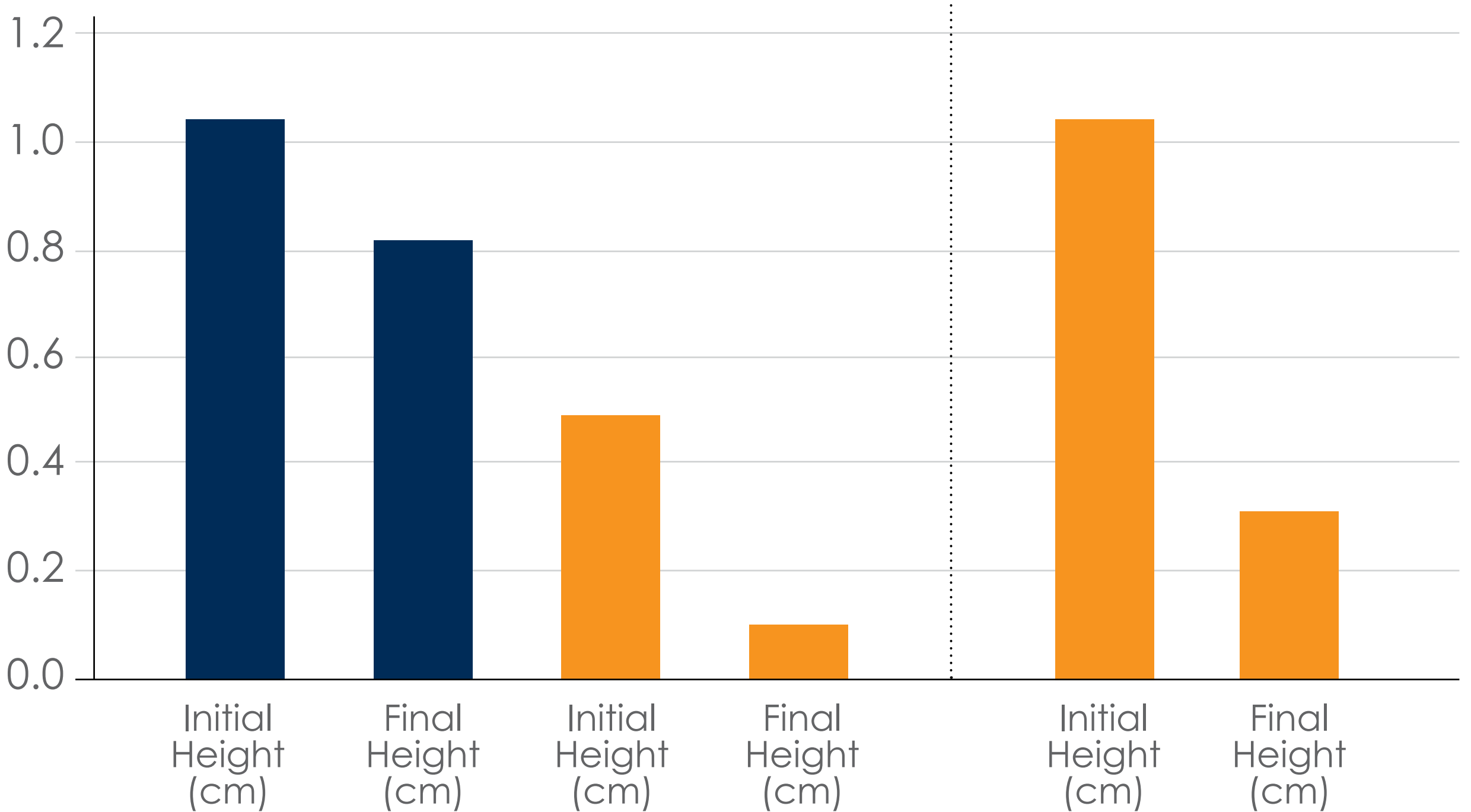
### 0.05% ANTIFOAMING

50% REDUCTION

#### NPE 9.5 EO

#### OXITIVE® 7210

#### OXITIVE® 7210



**Test condition:** Ross-Miles foam test.

Despite the reduction in anti-foam dosage, foam formation is lower with **OXITIVE® 7210** when compared to the same formulation with Ethoxylated Nonylphenol.

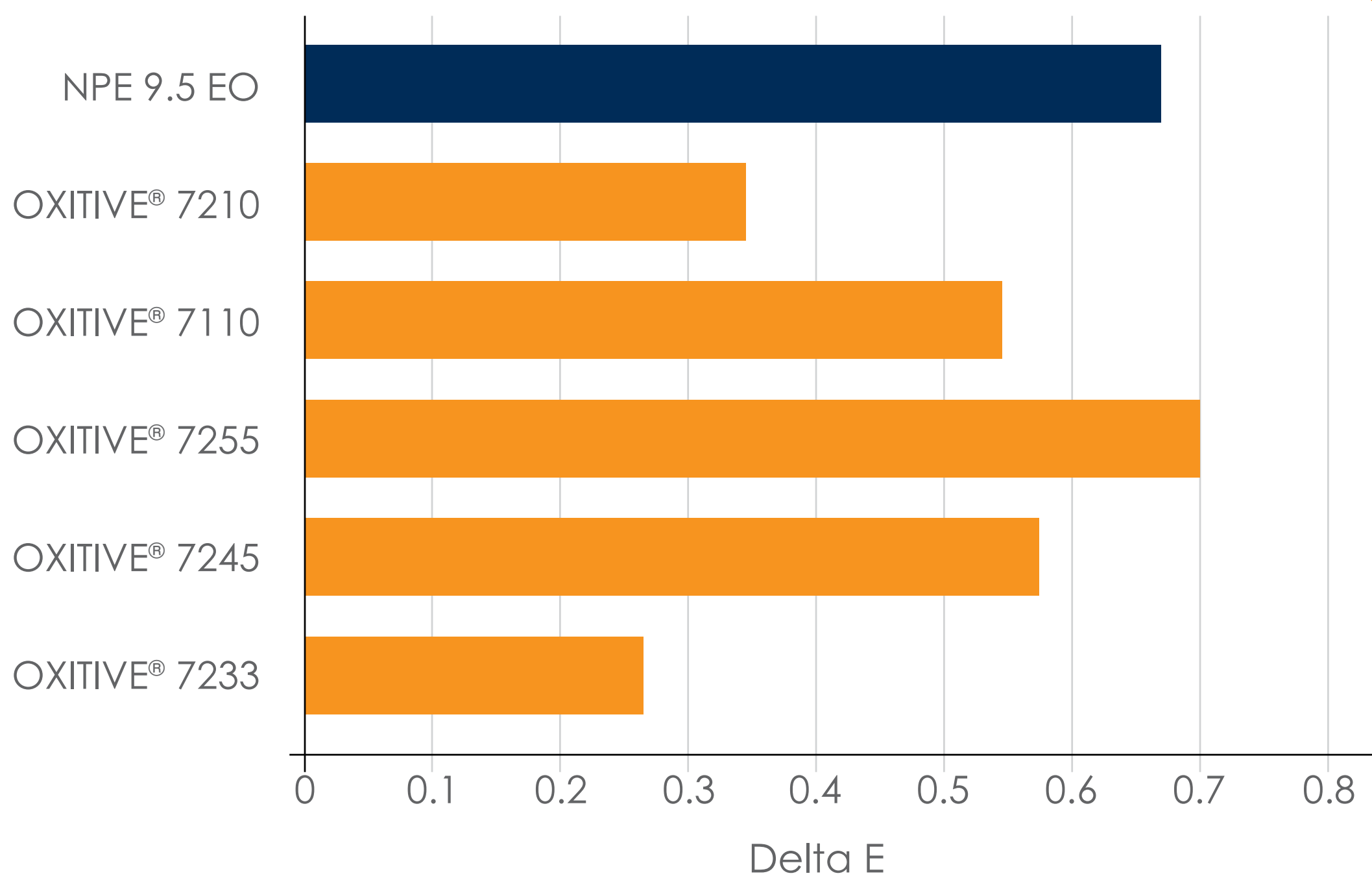
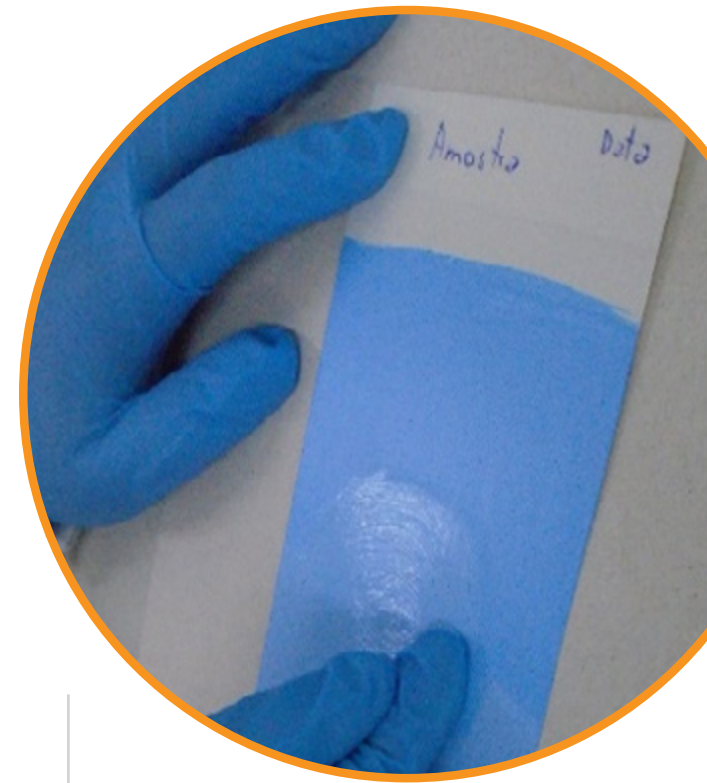


# PERFORMANCE TESTS

## Rub-out

### Styrene Acrylic Paint/PVC 30

Rub-out of a white paint tinted with a blue pigment paste



**Tested paint:** Styrene-acrylic, PVC ~ 30%, tinted with blue pigment paste.

**Test condition:** Indorama Ventures' Internal method.

Dispersant: Oxitive® 8380 (sodium polyacrylate) @ 0.35%.

Grindind Aids @ 0.15%.

**OXITIVE® 7000** presents similar or better flocculation results when compared to the traditional wetting agent based on ethoxylated nonylphenol, seen by the low  $\Delta E$  values.

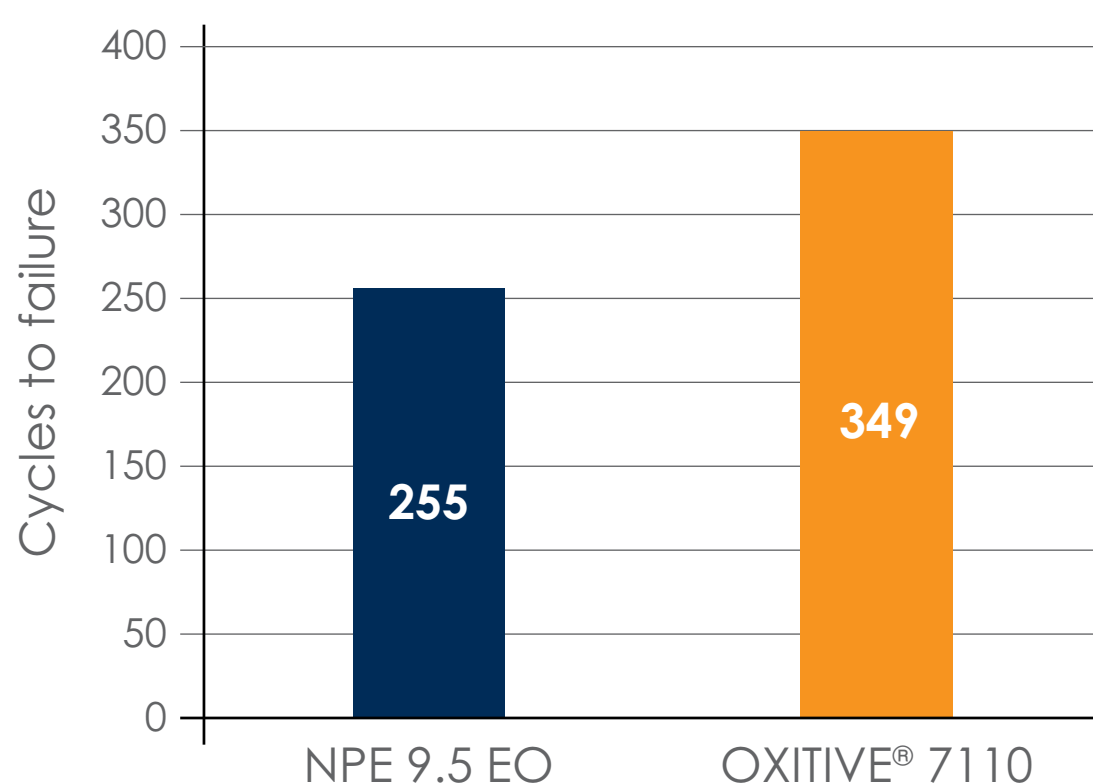


# PERFORMANCE TESTS

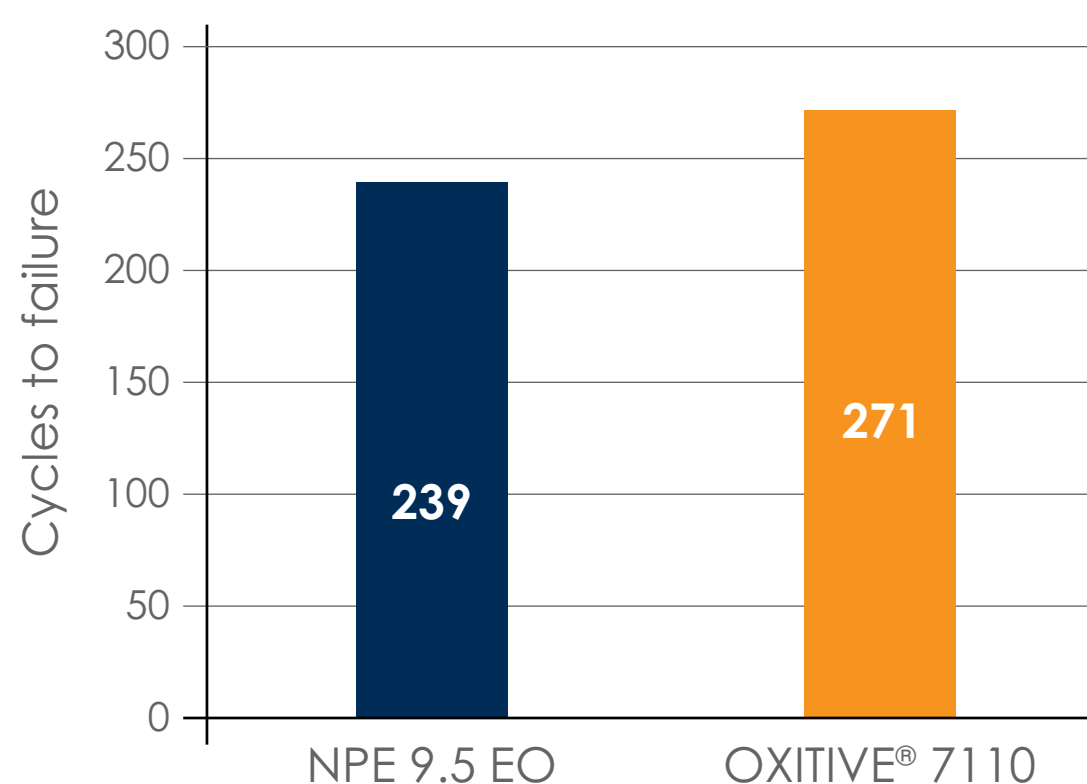
## Styrene Acrylic

Scrub resistance in semi-gloss and matte paints, ASTM D2486

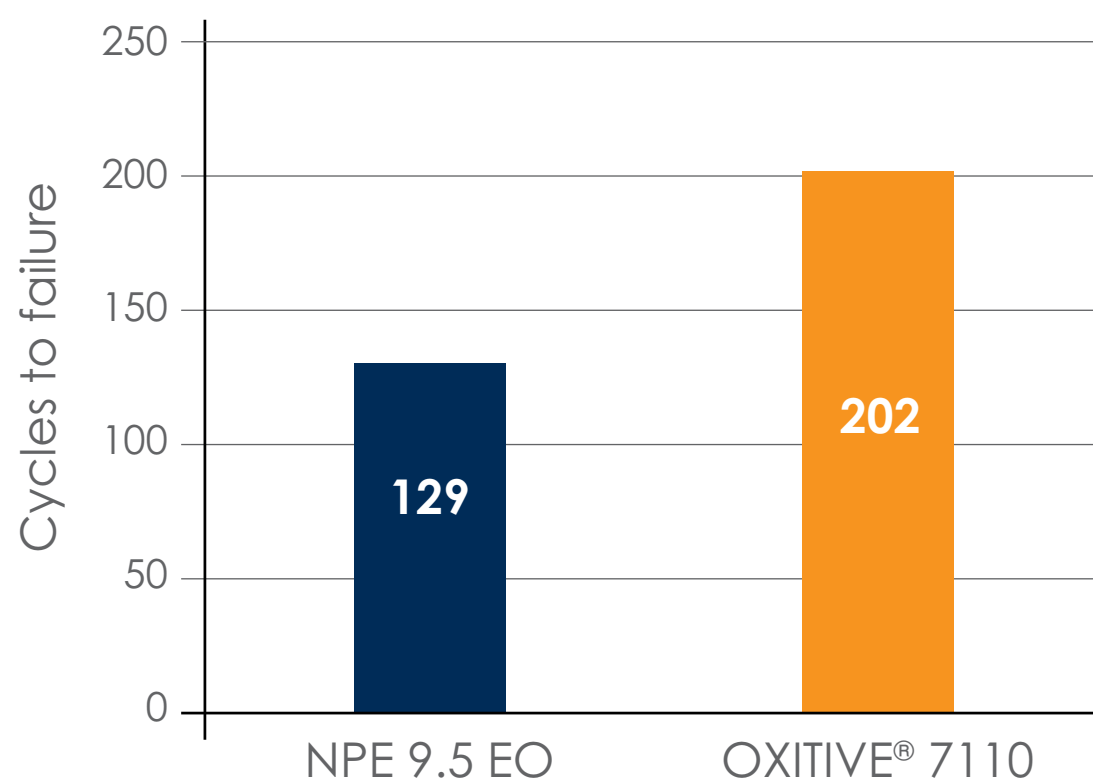
### EVALUATION OF SCRUB RESISTANCE ON SEMI-GLOSS PAINT (PVC~30%)



### EVALUATION OF SCRUB RESISTANCE ON A MATT PAINT (PVC~45%)



### EVALUATION OF SCRUB RESISTANCE ON A MATT PAINT (PVC~55%)



**OXITIVE® 7110** provides excellent scrub resistance in paint formulations made from different PVCs.



If you are looking for APE-free wetting agents for water-based coatings **OXITIVE® 7000 SERIES** is what you need!  
Contact us and request a sample.

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