

Power of Rheology in Coating Perfection

Learn How 



WHAT IS THE IMPORTANCE OF RHEOLOGY?

- ▶ **Rheology** controls the way Paints and Coatings perform, influencing the application, stability, and overall performance.
- ▶ It determines **coating's behavior** during application and drying.
- ▶ **Good product Rheology management** ensures **smooth flow and leveling** for a **flawless finish**.
- ▶ It helps maintain coating stability, **preventing settling** or **separation** over time.

Rheology plays a crucial role in every stage of coating production...

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HOW RHEOLOGY IS KEY FOR COATINGS?



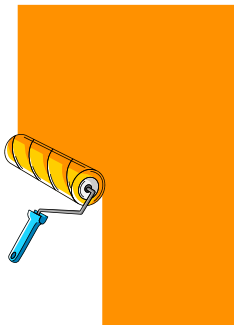
PRODUCTION

Rheology ensures **efficient pigment dispersion** which is essential for reducing turbulence and improving mixing.



STORAGE

Rheology **prevents pigment settling**, ensuring a uniform product ready for use, even after extended periods on the shelf.



APPLICATION

Rheology ensures **smooth flow, preventing** defects like **sagging or streaking**, leading to a high-quality finish without visible brush or roller marks.

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BOOSTING STORAGE STABILITY WITH RHEOLOGY

- ▶ **Rheology** enhances storage stability by **preventing** pigments and fillers from **settling**.
- ▶ Rheology modifiers form a **reversible network** that suspends pigments, **avoiding hard sediment**.
- ▶ This network **strengthens during storage** and **breaks down when stirred or applied**.
- ▶ Higher viscosity at low shear rates ensures long-term stability.

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HOW RHEOLOGY ENHANCES APPLICATION PERFORMANCE

▶ **Flow and Leveling**

Coating spreads evenly across surface, filling in small gaps and avoiding streaks or lines.

▶ **Sag Resistance**

Help maintain its shape on vertical surfaces, preventing it from dripping or sagging while it dries.

▶ **Brushability and Roller Resistance**

Easier application, reducing drag when using brushes or rollers and ensuring consistent coverage without added effort.

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OUR RECOMENDATION FOR PERFECT COATINGS

ORGANOCLAY

RHEOGEL 88 (SOLVENT-BASED)

Ensures thickening, anti-settling, anti-sagging, and storage stability, finding applications in coatings, inks, adhesives, and more.

RHEOGEL WC (WATER-BASED)

A highly beneficial, dispersible powdered Bentonite clay specially designed for water-borne architectural coatings.



OUR RECOMENDATION FOR PERFECT COATINGS

LIQUID RHEOLOGY ADDITIVES

UNIQVIS 810S (SOLVENT-BASED)

Liquid rheology additive for medium-polarity solvent-based and solvent-free coating systems.

UNIQVIS LP8048 (WATER-BASED)

Liquid rheology additive, suitable for water soluble, dispersion, emulsion and other resin systems.

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