Title:
Highly Efficient Nonionic Associative Thickener for High Quality Coatings applied by brush and roller

Abstract:
High quality water based formulations require their rheology being perfectly adapted to achieve the best possible coating properties. The ease of loading the tool, the comfort of the application, a regular deposit and the reduction of spatter are some of the essential properties expected during the coating process. A perfect balance between leveling and sag resistance is required during the drying step. When applied and dried, high quality coatings must also have optimized optical properties, as well as strong surface properties, such as high mechanical and water resistance, or good washability of stains. Synthetic nonionic associative thickeners are the only ones able to meet these different challenges. The presentation will highlight the extended performance and functionality offered by a new polyurethane associative thickener in medium to low PVC formulations, allowing a perfect control of rheological behavior at medium and high shear rates, as well as a positive contribution to the different properties of the paint film before, during and after application.