



# TiO<sub>2</sub> - pigment extender study

Application  
and  
Product  
Information

A performance comparison of euroMinerals products and benchmark minerals by replacing TiO<sub>2</sub> in a **class II standard matt paint formulation**.

**intalc**

**incomp**

**inpcc**

**inbond**

**@6,6% TiO<sub>2</sub> starting recipe, replacing 2% pigment (30% substitution)**

- 1:2 replacement with talc products
- 1:1 replacement with TiO<sub>2</sub> composites
- 1:2 replacement with incomp, inpcc, calcinated kaolin

Parameters to be checked:

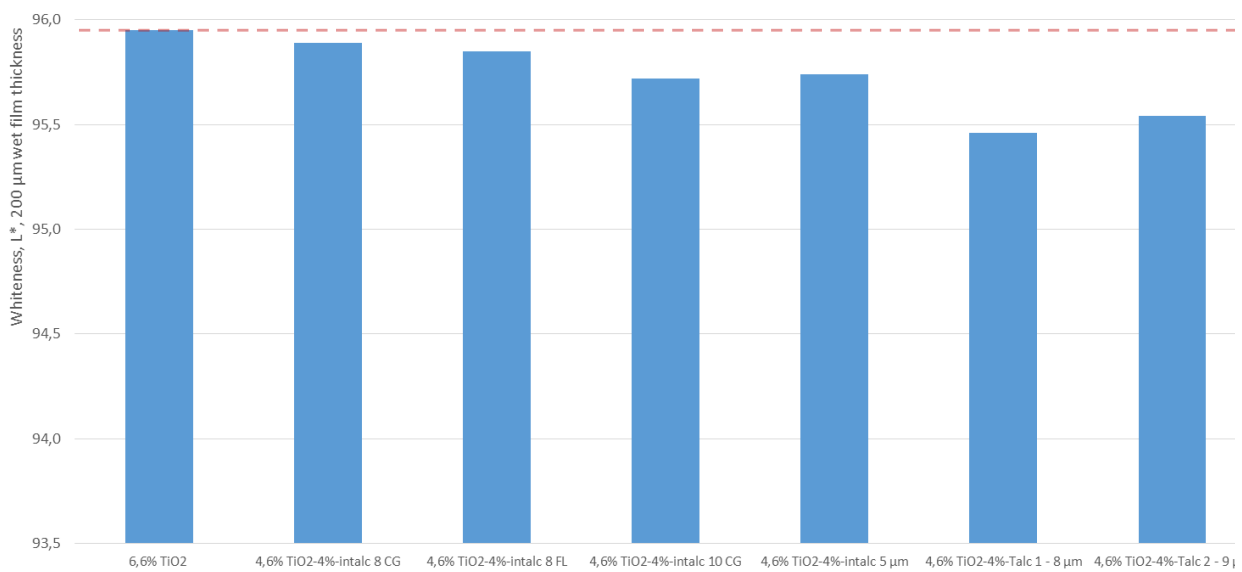
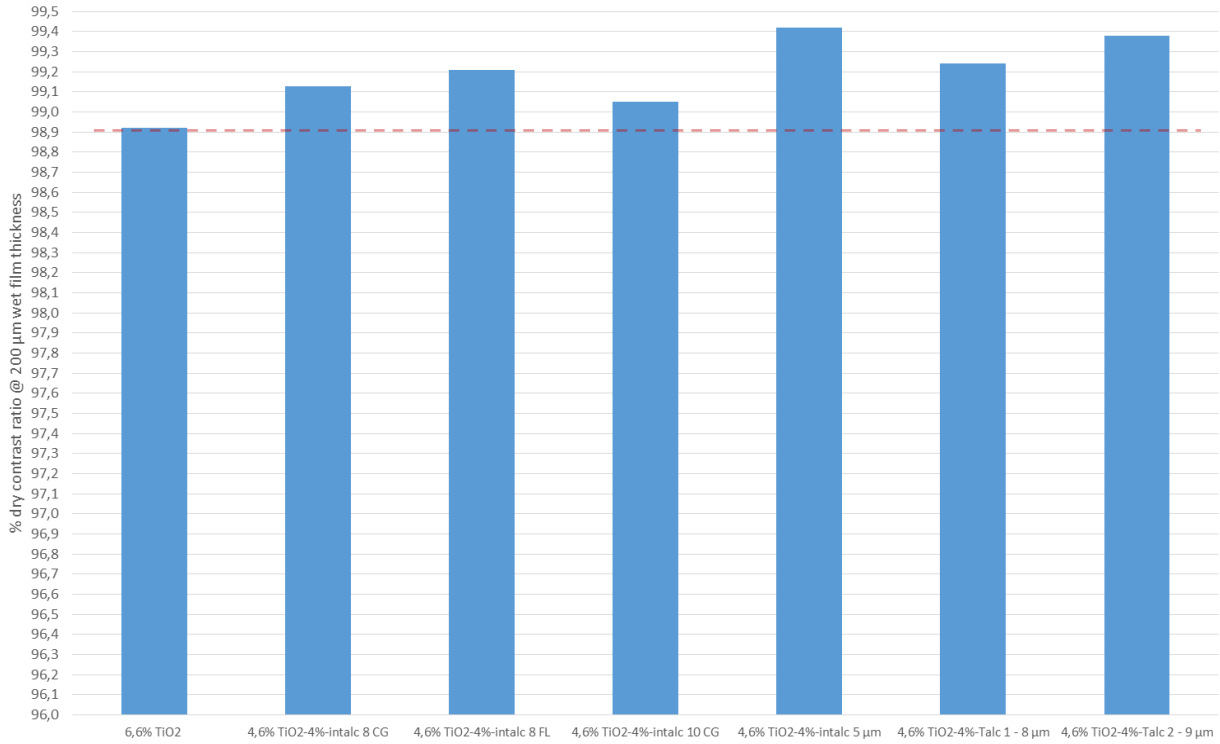
- Hiding power dry & wet (contrast ratio, 200µm)
- Gloss 85°
- Wet scrub resistance
- Viscosity
- Y, L

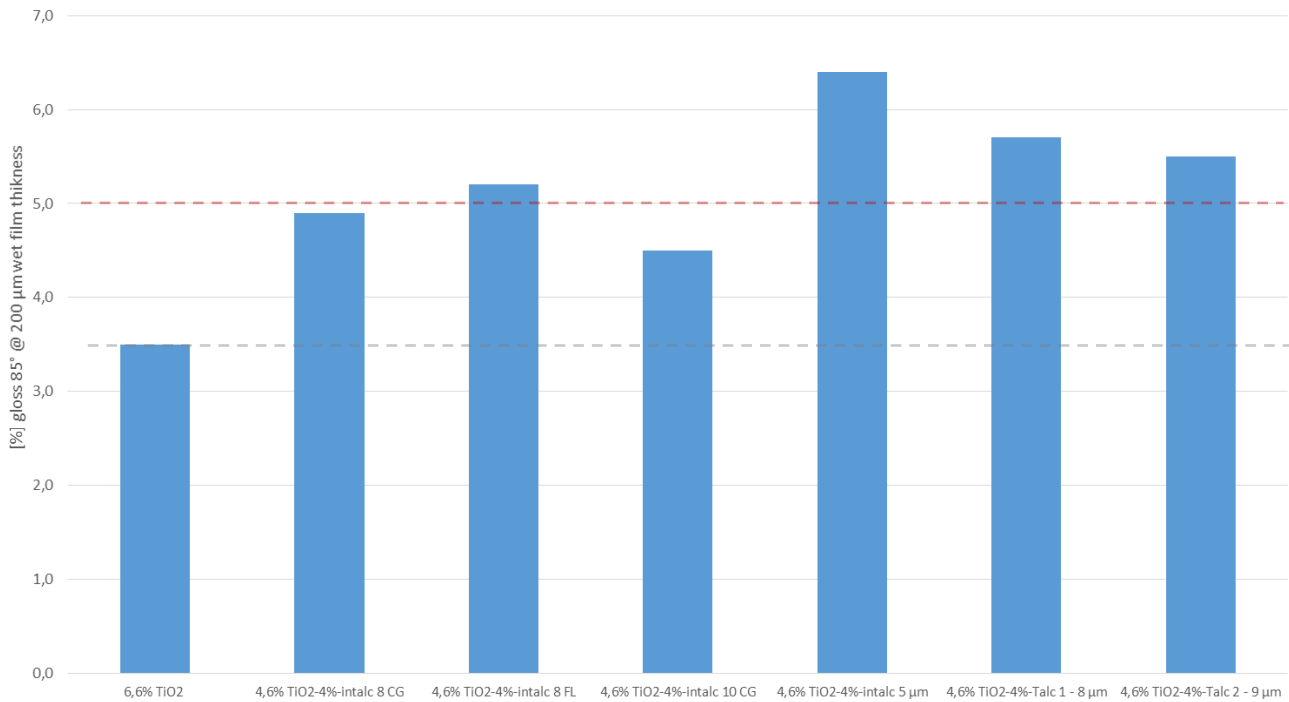


## Executive summary

### ad a) 1:2 replacement with talc products

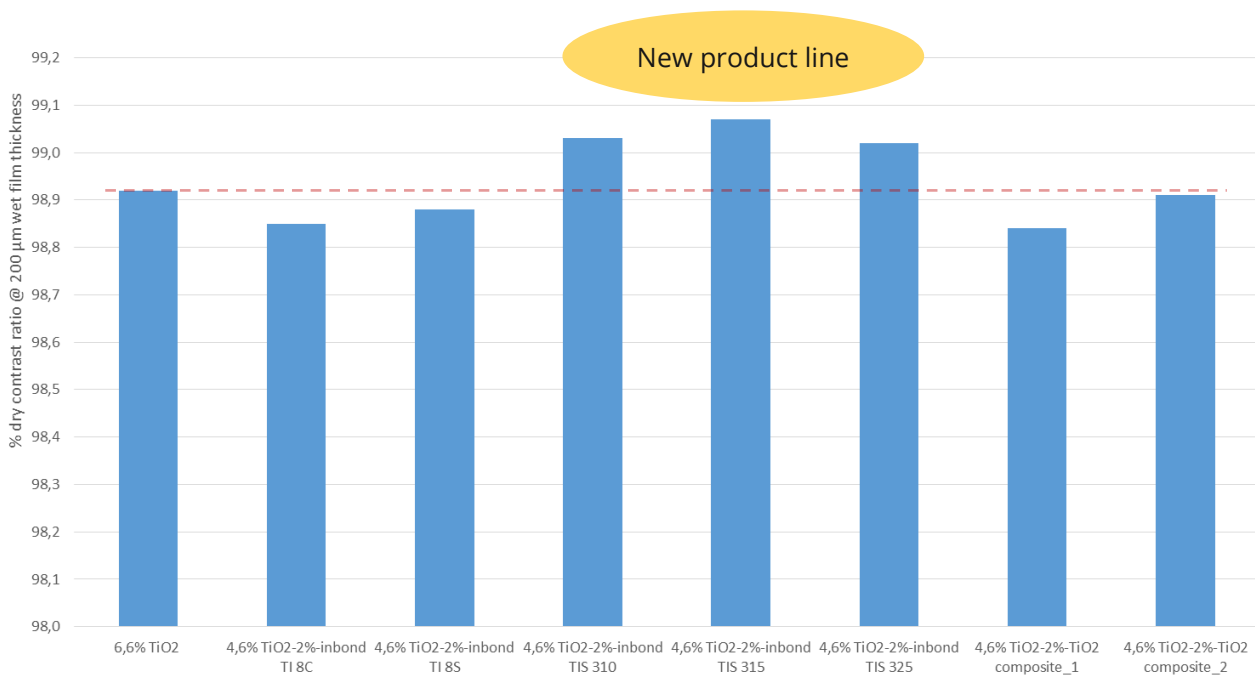
Based on the study done, intalc products perform in a good Class II paint when exchanging 30% TiO<sub>2</sub> with a ratio of 1:2. Optical properties are similar to the performance of fine benchmark talc products.





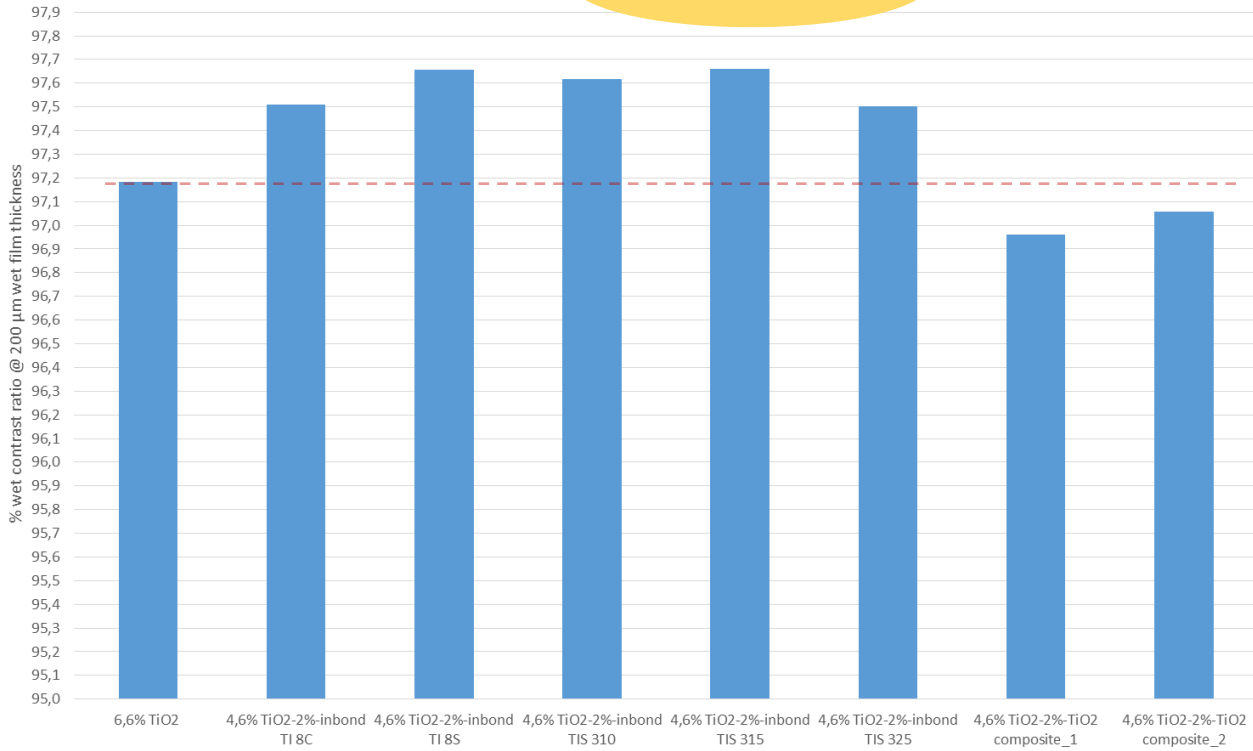
**ad b) 1:1 replacement with TiO<sub>2</sub> composites**

Our products, especially the new inbond types based on three components (TiO<sub>2</sub>, talc and PCC), give similar optical products compared to pure TiO<sub>2</sub> (1:1 replacement) but for cheaper price. Therefore, the result of the study is a clear competitive advantage for new inbond types due to an excellent cost-performance ratio.

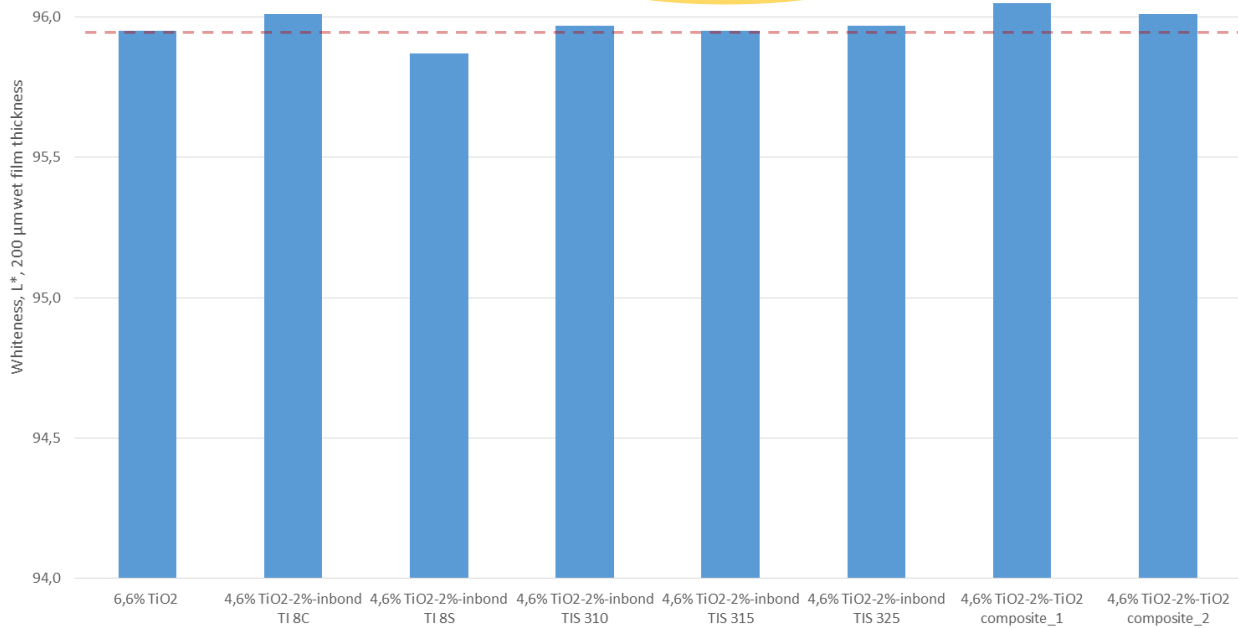




New product line



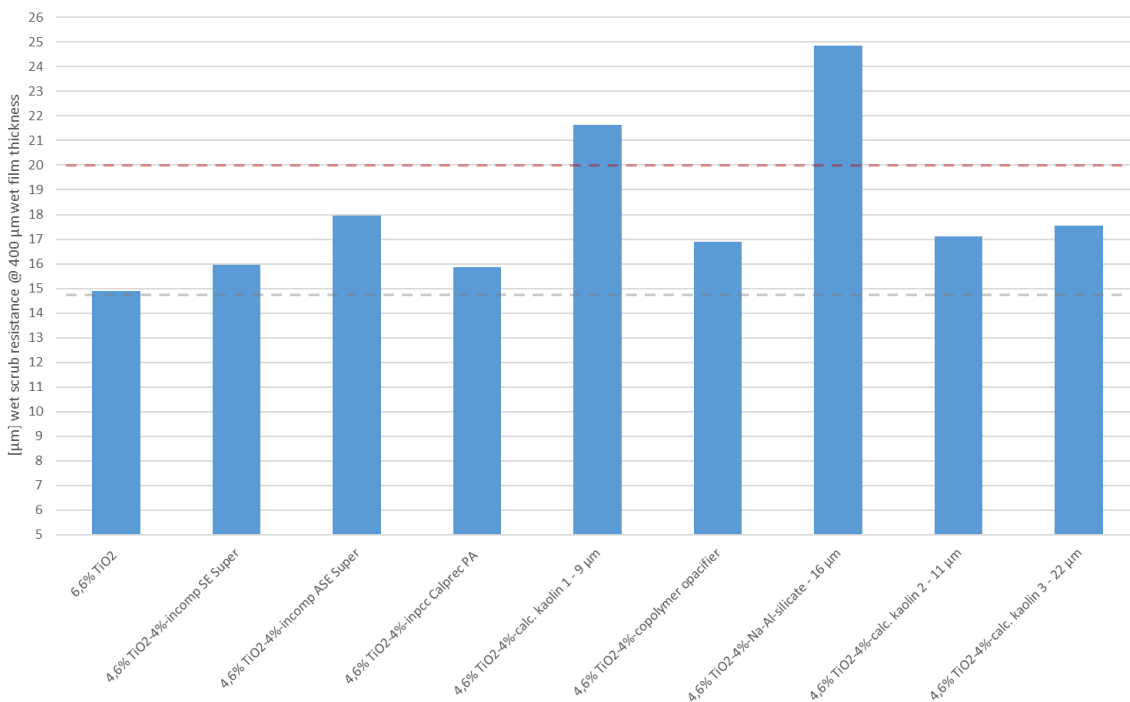
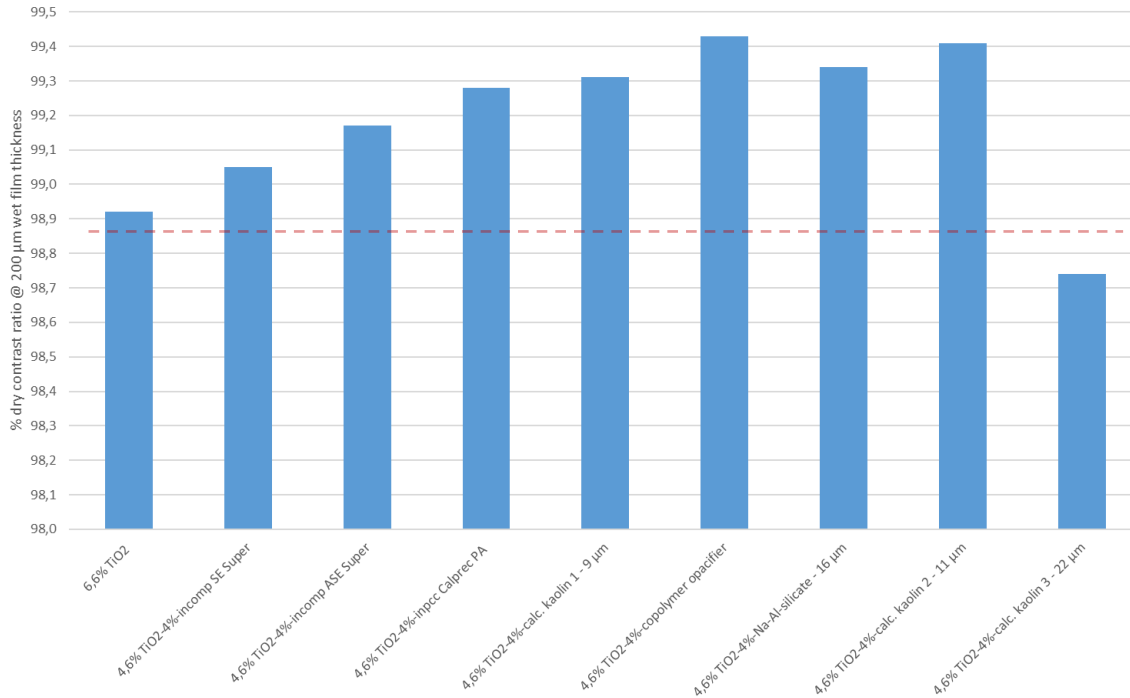
New product line

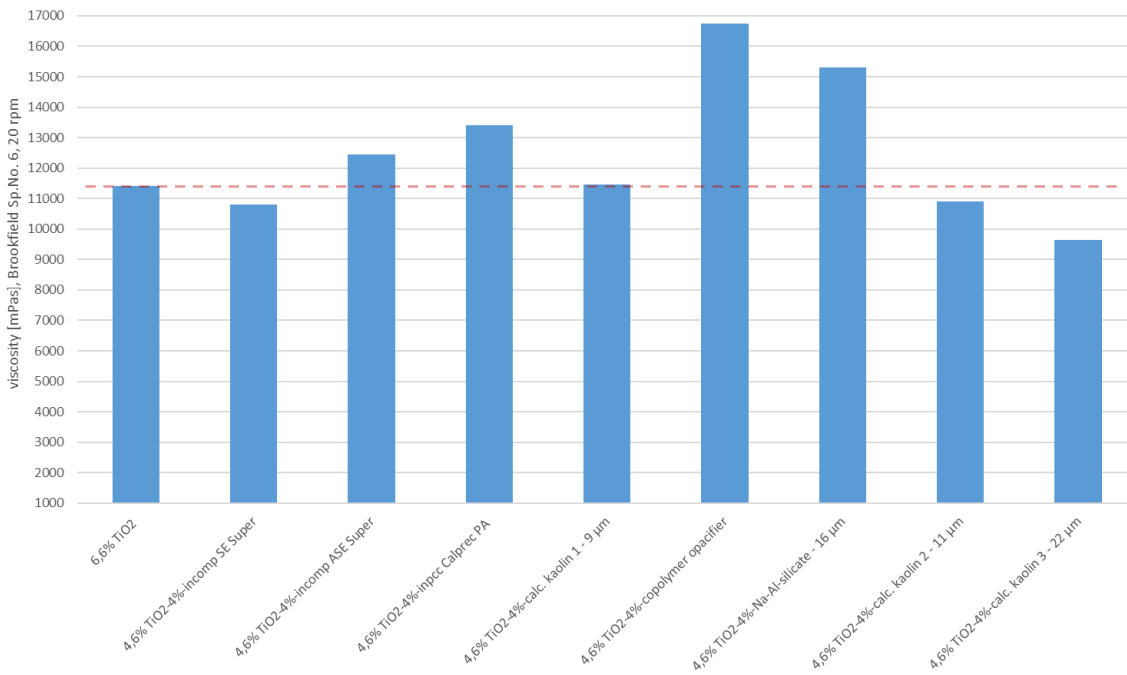




**ad c) 1:2 replacement with incomp, inpcc, calcinated kaolin**

incomp products, especially SE Super, give very good performance. Same for inpcc Calprec PA. Our products improve scrub resistance and work as a low viscosity extender (low oil absorption number). No negative impact on viscosity is noticed





**Best cost-performance ratio for euroMinerals products**

For more details, contact your euroMinerals sales manager.

**euroMinerals GmbH**

Moos 27 | AT-8903 Lassing | Austria  
 Phone: +43 3612 82286-0  
 office@eurominerals.at

**Cales de Llerca, S.A.**

Afores s/n | ES-17853 Argelaguer (Girona) | Spain  
 Phone: +34 972 68 70 20  
 office@eurominerals.es