VAE dispersion for interior paints

Celanese
The chemistry inside innovation™

CELVOLIT® LDM 1891

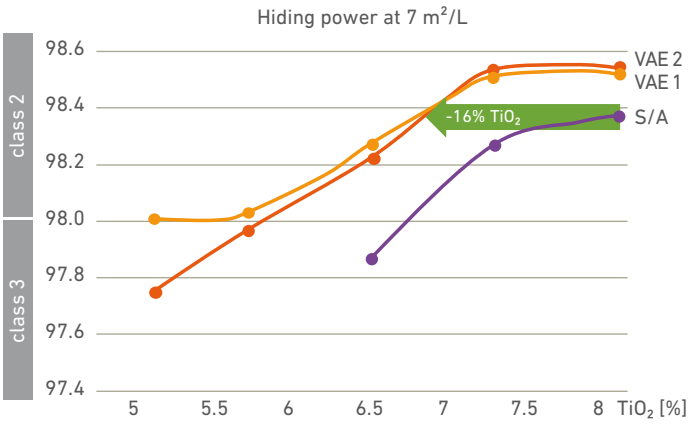
Key features

- Hydroplastification effect with VAE chemistry
- Low emission formulations possible (no need for coalescent)
- Good wet scrub resistance, better than low MFFT *S/A
- Good pigment binding power, allowing cost saving trough TiO_2 reduction
- High solid content, best cost/performances ratio

Applications

- Low emission interior matt & satin paints
- Low emission interior masonry paints
- Low emission resin-bound plasters & textured coatings

Cost reduction due to better hiding power with **VAE dispersions



Possibility to reduce TiO_2 content bei 16% bei replacing S/A binders with VAEs

*S/A = Styrene-acrylique **VAE = Vinyl acetate ethylene

Coalescent free formulation for low VOC interior paints

Celvolit® LDM 1891 is the first-choice binder for low-emission interior matt and satin paints. Paints formulated with Celvolit® LDM 1891 offer excellent wet scrub resistance and hiding power. Due to the optimized shear stability, this versatile binder can also be formulated into low-emission plasters and textured coatings.

The use of VAE dispersions with MFFT 0°C enables the formulation of paints without any solvents and coalescing agents. Detectable emissions after 28 days are far below the A+ TVOC limit of 1000 µg/m³, which is required by the French "Décret". Even after just seven days, the TVOC emissions are far below the requirements of some non-mandatory labels (e.g. TÜV-Süd).

Increased hiding power in paints above critical PVC

VAE dispersions also have a positive impact on the hiding power of high PVC interior paints where the polymer acts as spacer between pigments and fillers. By using VAE dispersions, paint manufacturers are able to reduce the use of titanium dioxide, which has a direct positive impact on the paint formulation costs.

Typical Properties

Chemical base	Vinyl acetate/ethylene
Solid content	57 – 59 %
Brookfield viscosity	200 – 1600 mPa·s
pH value	4.0 – 5.0
MFFT	approx. 0 °C
Tg	approx. 13 °C

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