

Ultra Deep Base for Excellent Stability and Improved Aesthetics after Tinting

with **Borchi® Gel 0434** rheology modifier

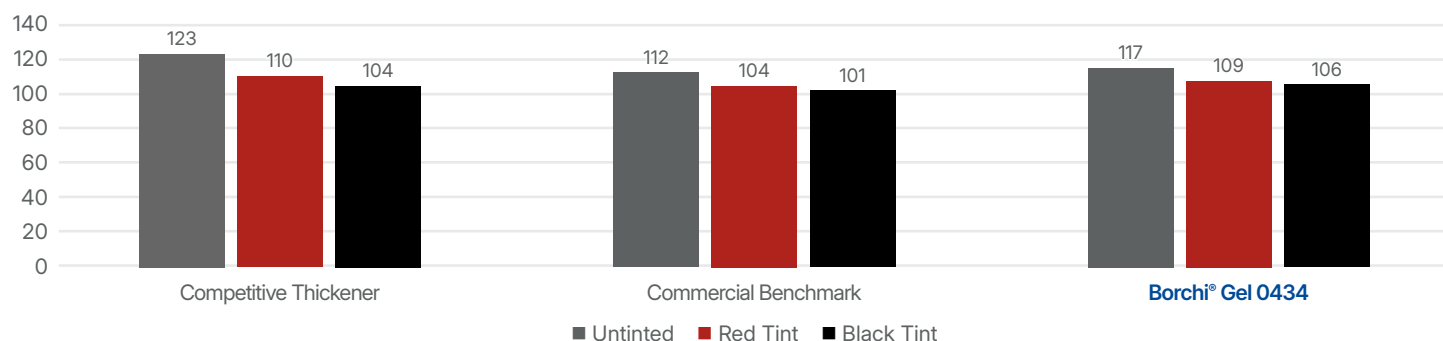
High gloss, waterborne acrylic coating for direct-to-metal applications



Performance results in red and black tinted bases

Minimized Viscosity Drop after Tinting

Viscosity (KU)

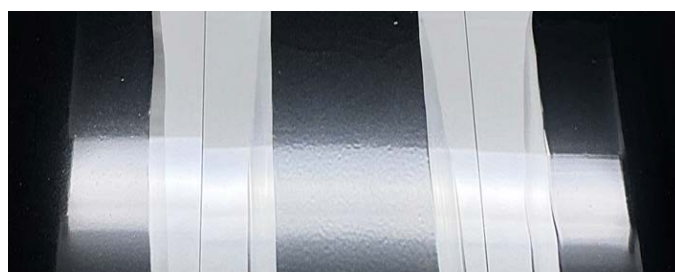


Enhanced Appearance, Color, and Gloss

Red Tint: 5 wet mils on sealed Leneta chart



Black Tint: 5 wet mils on glass



Competitive Thickener	Commercial Benchmark	Borchi® Gel 0434	Competitive Thickener	Commercial Benchmark	Borchi® Gel 0434
L*: 38.9 a*: 35.6 b*: 33.1 Gloss (60°): 79.9	L*: 33.7 a*: 37.3 b*: 36.0 Gloss (60°): 79.5	L*: 34.1 a*: 37.7 b*: 36.0 Gloss (60°): 83.3	L*: 13.1 a*: 0.3 b*: 0.2 Gloss (60°): 75.2	L*: 11.3 a*: 0.2 b*: 0.2 Gloss (60°): 78.5	L*: 11.4 a*: 0.3 b*: 0.0 Gloss (60°): 81.7

✓ Deeper color and higher gloss than the competitive thickener

Starting point formulation on the back →

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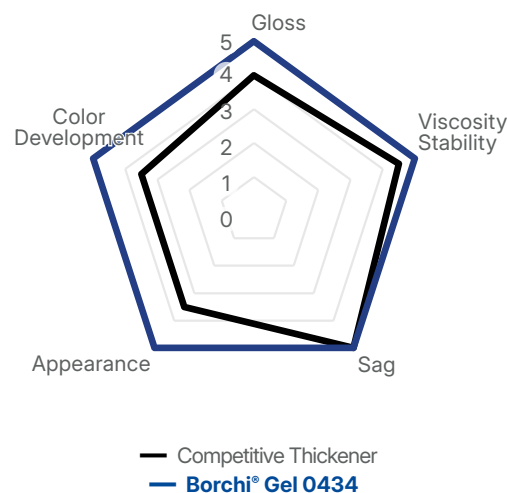
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Material	Function	Supplier	% by weight	
			Com- petitive Thickener	Borchi® Gel 0434
Alberdingk® AC 2403	Self-Crosslinking Acrylic Dispersion	Alberdingk Boley	85.64	85.64
DI Water	Water	-	6.36	6.14
Dowanol™ DPM	Coalescent	Dow	2.70	2.70
<i>Premix Water and DPM and add with agitation</i>				
Borchi® Gel LA 200	Defoamer	Milliken	0.27	0.27
Asconium® 142 DA	Corrosion Inhibitor	Ascotec	2.16	2.16
AMP 95	pH Control	Sigma Aldrich	0.17	0.17
<i>Premix 142 DA and AMP 95 and add with agitation</i>				
Borchi® Gel 1570	Flow and Leveling	Milliken	0.27	0.27
Ascotran® H10	Corrosion Inhibitor	Ascotec	0.65	0.65
Competitive Thickener	HEUR Rheology Modifier (mid-to-high shear thickener)	Competitor	1.78	-
Borchi® Gel 0434	HEUR Rheology Modifier (high shear thickener)	Milliken	-	2.00
Total			100	100

Performance Attributes

0 = poor, 5 = excellent



Tints used:

Colortrend® 808-1045 Red Iron Oxide
ColorCast Ecotoner® Black

12 oz tint into 116 oz ultra deep base

VOC: <50 g/L **Wt% Solids:** 41 **Viscosity:** 117 KU **pH:** 8.4



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