

ALPHAWHITE TI RC 73 SL

Product Properties

Titanium dioxides (TiO₂) are the most effective white pigments on the market. **ALPHAWHITE TI RC 73 SL** is a new slurry of specially dispersed TiO₂ with adjusted rheological properties. The viscosity of this product is minimised by optimised amount of organic additives. The agglomerate-free form of this slurry makes it possible to simplify the handling of the material in a variety of applications, like paints, coatings, paper, paperboards, adhesives, plastics and rubbers, floor coverings, ceramics, roofing materials, with saving 5 % or even more compared to TiO₂ in powder form.

TiO₂ SLURRY TO MAKE THE WORLD GO WHITE

Key Benefits at a glance

- Avoids handling of TiO₂ in powder form
- Specially dispersed TiO₂- slurry
- Agglomerate-free
- Outstanding wet opacity
- Long term storage stability
- Leads to higher filling degrees
- Adjustable per application by customer
- Broadens application spectrum for TiO₂



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Introduction

ALPHAWHITE TI RC 73 SL represents a fine dispersed slurry of micronized rutile pigment (TiO_2) that is lattice-stabilized with Al_2O_3 and surface-modified with aluminum and silicon compounds. The predispersed material has very high storage stability due to optimized filling degree, organic additive and is further improved by incorporating of inorganics. The higher level of whiteness of well-dispersed pigment in combination with an easy dispersibility permit high covering power with extraordinary yield in all kind of applications and is appropriate for applications with high gloss requirements.

ALPHAWHITE TI RC 73 SL is applicable in various industrial varnishes and paints, decorative paints, printing inks, air-drying lacquers and water based polymer plastisols. The new technology of **ALPHAWHITE TI RC 73 SL** reduces the sieve residue on 40 μm by factor 10 compared with conventional technology (TiO_2 as powder).

Chemical and Physical Data

Composition:	Highly dispersed slurry of TiO_2
Activity:	100 % active by weight
Color:	High white
Form:	High filled slurry
Sieve residue 40 μm :	< 0,01 %
Solid content:	~ 72 %
Bulk Density:	~ 2000 kg/m^3
pH-value:	8,4
Viscosity:	~ 500 $\text{mPa}\cdot\text{s}$

Application examples

Paints and coatings:

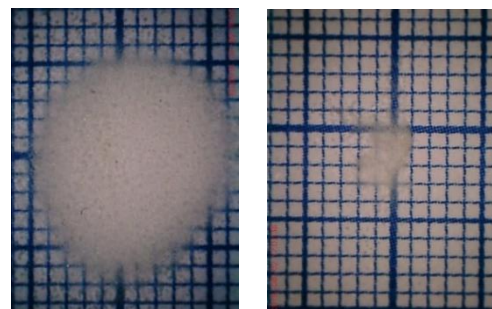
- Applications: wallpaper coatings, dispersion paints, high gloss paints for furniture
- Impression of luminosity of rooms

Paper:

- Applications: e.g. decorative carton coatings
- High whiteness and opacity

Special applications:

- Enamel ceramics, white concrete, printing inks
- Highest whiteness and superlative coloring



Direct comparison of sieve residues on 40 μm :

a. Conventional b. Optimised