

# Hybrid Titanium Dioxide Universal Grade TPW716 Product Data Sheet

## Description:

TPW-716 is a high performance hybrid pigment based on Rutile Type TiO<sub>2</sub> specifically developed for the paint industry. We have developed this special grade of TiO<sub>2</sub> by combining ultra fine functional fillers. This approach enhances the scattering cross section of TiO<sub>2</sub> particles increasing their efficiencies and reduces the consumption of TiO<sub>2</sub> without compromising the pigment's performance. Excellent optical performance in terms of brightness, bluish undertone and gloss guaranteeing a strong hiding power, weather resistance and durability and hardness of the coating film.

## Applications:

- Decorative architectural coatings - interior and exterior
- Water and solvent-based industrial coatings

## Typical properties:

TiO <sub>2</sub> Content:	≥ 74
Rutile Content:	≥ 99
Brightness L	≥ 96.0
Post treatment:	Al, Zr, P, Organic
Tinting strength Reynold:	≥ 1800
Oil absorption:	≤ 20
Ph Value	6.5-8.5
Dispersibility Hegman	≥ 6.5

## Packing:

25 Kg paper-plastic composite bag  
Big bags of 500 Kg and 1000 Kg (optional).

## Advantages:

Optimal Distribution: TiO<sub>2</sub> particles are evenly distributed in the matrix  
Optical Properties: Opacity, brightness and gloss are largely maintained  
Coating Surface Quality: Abrasion resistance / Weathering Resistance  
Cost Savings: Increased efficiency through reduced TiO<sub>2</sub>-pigment content  
Sustainability: Carbon footprint reduction.