

SAN JOSE, CALIFORNIA, MARCH 25, 2016



Imerys introduces new product Hydrite TS 90 for paint and coatings

Imerys Kaolin is proud to present its latest innovative product design Hydrite TS 90. A calcined clay that has been designed to provide excellent opacity due to the spacing of its pigment particles and to limit the impact on gloss reduction when used in high & semi gloss solvent & water based coatings. Coupled with high tint strength, excellent top cut and the finest particle size on the market makes it an excellent choice for your paint formulations.

More information about this new kaolin product can be found www.imerys-kaolin.com and at the Imerys booth #2461 at the American Coatings Show.

About Imerys Group

The world leader in mineral-based specialty solutions for industry, with €4.1 billion revenue and 16,130 employees in 2015, Imerys transforms a unique range of minerals to deliver essential functions (heat resistance, mechanical strength, conductivity, coverage, barrier effect, etc.) that are essential to its customers' products and manufacturing processes.

Whether mineral components, functional additives, process enablers or finished products, Imerys' solutions contribute to the quality of a great number of applications in consumer goods, industrial equipment or construction. Combining expertise, creativity and attentiveness to customers' needs, the Group's international teams constantly identify new applications and develop high value-added solutions under a determined approach to responsible development. These strengths enable Imerys to develop through a sound, profitable business model. (www.imerys.com)

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PAINT | INK | COATINGS

Hydrite TS 90

APPLICATIONS

- Water based gloss & semi-gloss architectural coatings

KAOLIN



 **IMERYS**
Kaolin

A functional additive designed to maximize the tint strength in gloss & semi-gloss waterbased architectural coatings

Hydrite TS 90 FEATURES

- Steep, narrow particle size distribution
- Excellent top cut

Hydrite TS 90 BENEFITS

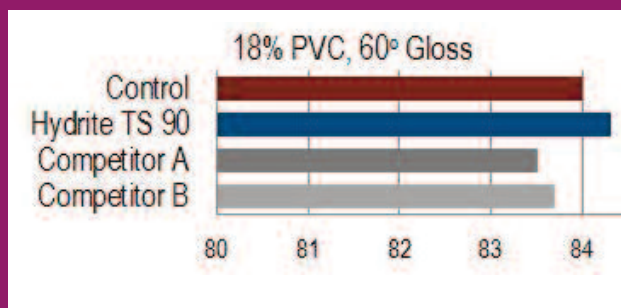
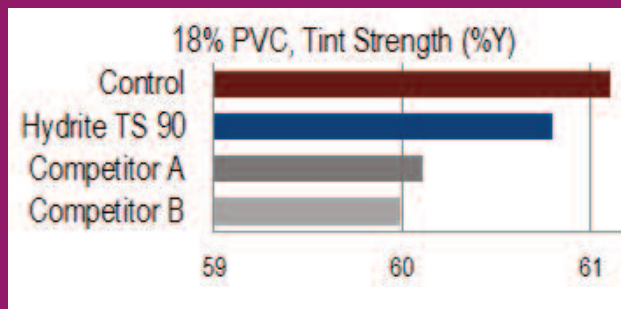
- Maximized tint strength

Hydrite TS 90 FORMULATION GUIDE

- Gloss & semi gloss water based architectural coatings: directly replace up to 10% TiO₂ with an equivalent volume of Hydrite TS 90S

Hydrite TS 90 TYPICAL APPLICATIONS

- Water based gloss & semi-gloss architectural coatings



IMERY'S KAOLIN

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