



Consumer Solutions

DOWSIL™ 700P Additive for Solvent-Based Paints and Inks

DOWSIL™

Improves Dispersion of Titanium Dioxide Pigments; Prevents Flooding and Floating



Greater Benefits ... With None of the Drawbacks

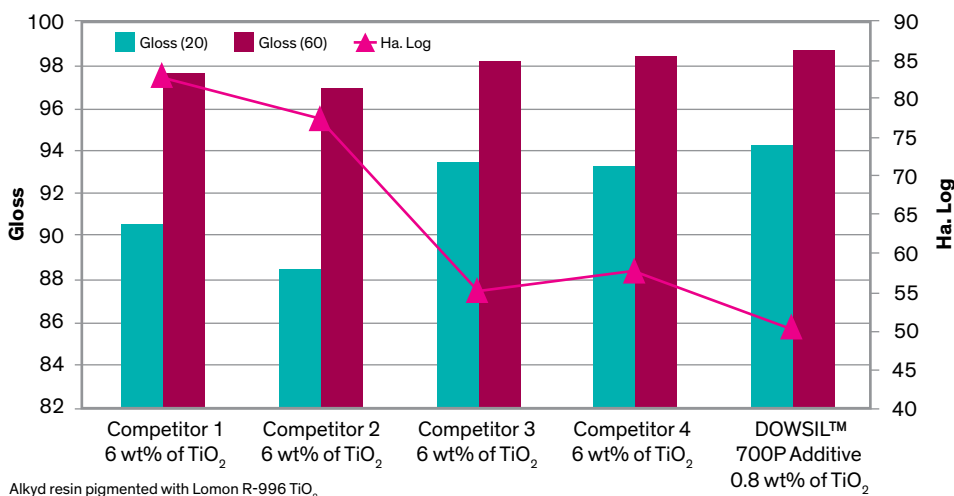
Effective at just 10-15% of the dosage required for ordinary organic dispersants, DOWSIL™ 700P Additive offers good cost-in-use. Compared to competitive solutions, it provides higher gloss, lower haze and better dispersion stability. It also is more resistant to yellowing at high temperatures and prevents pigment flooding without increasing millbase viscosity.

Targeted applications and markets for this low-VOC, low-odor additive include:

- Wood coatings
- Automotive OEM and refinish paints
- Protective coatings
- Printing inks
- Industrial coatings
- Pigment pastes

A Measurable Improvement Over Competitive Solutions

Figure 1. TiO₂ Dispersion Efficiency – Gloss/Haze in White Paint



Advantages of DOWSIL™ 700P Additive:

- Effective at low concentrations for good cost-in-use
- Improves pigment utilization and reduces millbase viscosity
- Provides high gloss and low haze
- Low yellowing under high-temperature conditions
- Reduces pigment flooding and floating in pastel and gray shades for improved color consistency and color matching
- Highly efficient in a broad range of solventborne paints and inks
- Low-VOC and low-odor

Figure 2. Stabilization of TiO₂ Dispersions – Gloss/Haze Before and After Storage

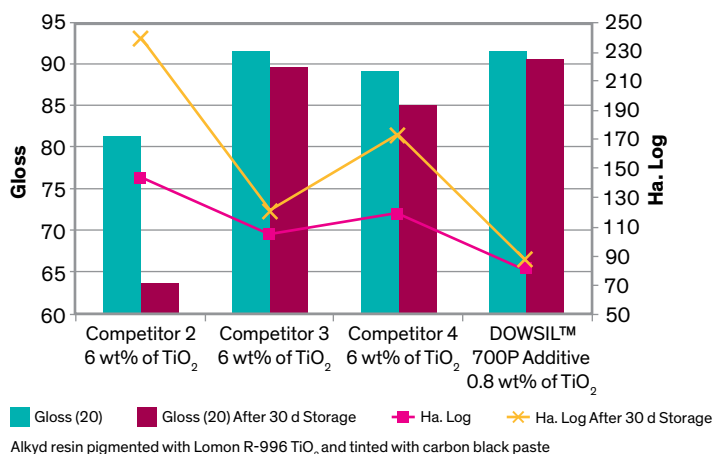


Figure 3. Low-Yellowing Performance of DOWSIL™ 700P Additive vs. Organic Pigment Dispersants in a High-Temperature-Curing Coating

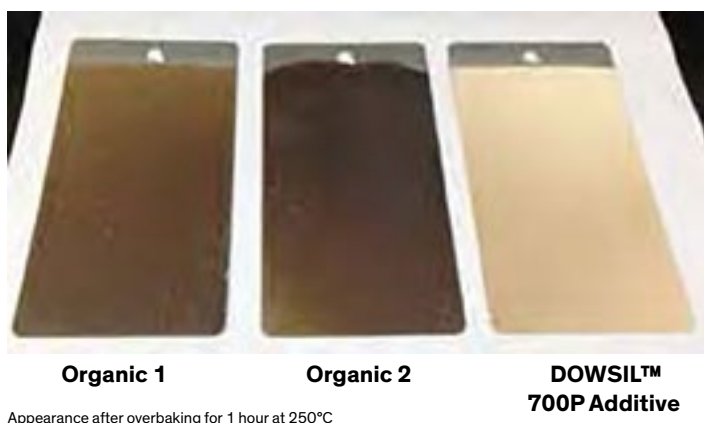
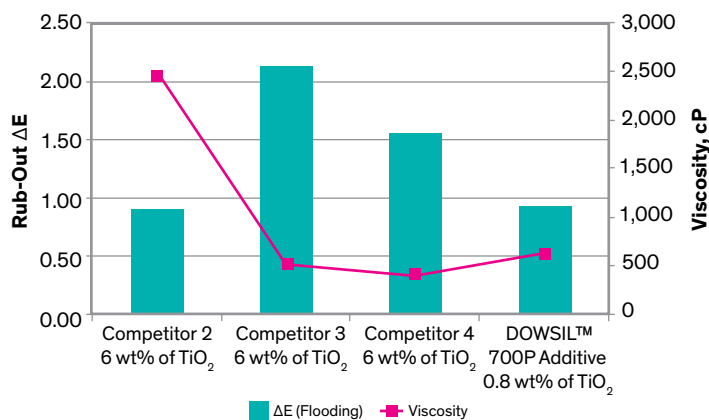


Figure 4. Pigment Flooding vs. Viscosity



More Than Additives

Our innovative, silicon-based enabling technologies can help you infuse your products with high-value performance attributes that can give you a competitive advantage in the marketplace. As a leader and innovator with a long history of success in the industry, Dow's performance-enhancing coating technology platforms are well-aligned to the needs of the increasingly competitive global coatings market. Consider what adding the following enabling technologies could do to improve your products' performance and support your business goals:

- Gloss enhancement
- Mar resistance and slip
- Impact deadening
- UV resistance
- Feel and touch
- Heat and temperature resistance
- Water resistance
- Anti-fouling

For More Information

To learn how Dow's innovative coatings technology platforms can help you power up your product line, visit consumer.dow.com/coatings.

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