



Technical Data Sheet

PRIMAL™ E-1531C Alkali-Soluble Emulsion

Features & Benefits

- **Gloss**— PRIMAL™ E-1531C Alkali-Soluble Emulsion will achieve the gloss normally associated with a modified rosin ester without sacrificing the color of the finished polish or dried film. The gloss performance generally exceeds that obtained with styrene maleic anhydrides and other competitive emulsion-based resins.
- **Leveling**—Considerable testing of string mop application of polishes on commercial floors shows PRIMAL™ E-1531C Emulsion to provide the excellent leveling characteristics of the typical modified rosin ester.
- **Color**— PRIMAL™ E-1531C Emulsion is supplied as a milky-white emulsion. On solubilization, it is clear and virtually colorless. Since it is an all-acrylic polymer, it has outstanding resistance to discoloration during the floor polish aging process.
- **Durability**—Floor polishes formulated with PRIMAL™ E-1531C Emulsion will withstand heavy traffic without adversely affecting the scuff, black heel mark and dirt pick-up resistance of the polish. We know of no other alkali-soluble resin presently available in the marketplace which can claim higher durability than PRIMAL™ E-1531C Emulsion.

Typical Properties

Specification Writers: These values are not intended for use in preparing specifications.

Property	Unit	Result
Appearance		Milky-white liquid
Solids content	%	38 ± 0.5
Minimum Film-Formation Temperature (MFFT)	°C	~45
pH		~5.5
Viscosity (Brookfield LVF, #1 spindle, 60 ppm)	cP	< 100
Density @ 25°C (Lb./U.S. gal.)		~8.9
Specific gravity		~1.06
Ionic charge		Anionic

Description

PRIMAL™ E-1531C Alkali-Soluble Emulsion is an all-acrylic, alkali-soluble emulsion that, when incorporated in a floor polish, exhibits outstanding leveling, high gloss and high wear, along with ease of use and low color. In addition, PRIMAL™ E-1531C Emulsion is a leveling emulsion which duplicates the balance of properties formerly available in high-cost oligomeric products.

Description (Cont.)	PRIMAL™ E-1531C Emulsion is supplied as a high solids, low viscosity, ready-to-use emulsion that is easy to store and handle. For example, PRIMAL™ E-1531C Emulsion may be formulated into many floor polishes directly with neutralization occurring “in-situ” using the alkalinity of the floor polish polymer.
Handling Precautions	PRODUCT SAFETY INFORMATION REQUIRED FOR SAFE USE IS NOT INCLUDED IN THIS DOCUMENT. BEFORE HANDLING, READ PRODUCT AND SAFETY DATA SHEETS AND CONTAINER LABELS FOR SAFE USE, PHYSICAL AND HEALTH HAZARD INFORMATION. THE SAFETY DATA SHEET IS AVAILABLE ON THE DOW WEBSITE AT DOW.COM, OR FROM YOUR DOW SALES APPLICATION ENGINEER, OR DISTRIBUTOR, OR BY CALLING DOW CUSTOMER SERVICE.
Usable Life and Storage	Store products in tightly closed original containers at temperatures recommended on the product label.
Limitations	This product is neither tested nor represented as suitable for medical or pharmaceutical uses.
Health and Environmental Information	<p>To support customers in their product safety needs, Dow has an extensive Product Stewardship organization and a team of product safety and regulatory compliance specialists available in each area.</p> <p>For further information, please see our website, dow.com or consult your local Dow representative.</p>
Disposal Considerations	<p>Dispose in accordance with all local, state (provincial) and federal regulations. Empty containers may contain hazardous residues. This material and its container must be disposed in a safe and legal manner.</p> <p>It is the user's responsibility to verify that treatment and disposal procedures comply with local, state (provincial) and federal regulations. Contact your Dow Technical Representative for more information.</p>
Product Stewardship	Dow has a fundamental concern for all who make, distribute, and use its products, and for the environment in which we live. This concern is the basis for our product stewardship philosophy by which we assess the safety, health, and environmental information on our products and then take appropriate steps to protect employee and public health and our environment. The success of our product stewardship program rests with each and every individual involved with Dow products - from the initial concept and research, to manufacture, use, sale, disposal, and recycle of each product.
Customer Notice	Dow strongly encourages its customers to review both their manufacturing processes and their applications of Dow products from the standpoint of human health and environmental quality to ensure that Dow products are not used in ways for which they are not intended or tested. Dow personnel are available to answer your questions and to provide reasonable technical support. Dow product literature, including safety data sheets, should be consulted prior to use of Dow products. Current safety data sheets are available from Dow.

dow.com

NOTICE: No freedom from infringement of any patent owned by Dow or others is to be inferred. Because use conditions and applicable laws may differ from one location to another and may change with time, Customer is responsible for determining whether products and the information in this document are appropriate for Customer's use and for ensuring that Customer's workplace and disposal practices are in compliance with applicable laws and other government enactments. The product shown in this literature may not be available for sale and/or available in all geographies where Dow is represented. The claims made may not have been approved for use in all countries. Dow assumes no obligation or liability for the information in this document. References to "Dow" or the "Company" mean the Dow legal entity selling the products to Customer unless otherwise expressly noted. NO WARRANTIES ARE GIVEN; ALL IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE ARE EXPRESSLY EXCLUDED.

