

**PRIMAL™ RM-12W Rheology Modifier**

Rheology Modifier For Waterborne Architectural and Industrial Coatings

Regional Product Availability

- Asia-Pacific

Description

PRIMAL™ RM-12W Rheology Modifier is a non-ionic, solvent-free*, hydrophobically modified ethylene oxide urethane (HEUR) rheology modifier, designed to offer high low-shear viscosity with an extremely shear thinning rheology and excellent thickening efficiency.

Unlike conventional thickeners, PRIMAL RM-12W Rheology Modifier offers excellent sag resistance with minimal effect on flow and leveling. While not delivering true thixotropy, it can offer advantages typical of thixotropes. These properties include improved brush/roller loading, good anti-drip properties, good in-can structure and excellent flow/sag balance.

PRIMAL RM-12W Rheology Modifier facilitates the formulation of a variety of interior and exterior paint formulations. It is particularly suited for use as a co-thickener to improve flow/sag balance with other associative thickeners, such as PRIMAL RM-2020NPR.Rheology Modifier. PRIMAL RM-12W Rheology Modifier can be used in gloss, semigloss, sheen and flat acrylic, and vinyl acrylic latex formulations. The highly shear thinning nature of this material makes it ideal for spray applications.

PRIMAL RM-12W Rheology Modifier is supplied as an easy to handle, solvent-free* liquid that is easy to incorporate into the manufacturing process.

Key Features

- Efficient low-shear thickening efficiency.
- Excellent application properties.
- Offers excellent paint stability and consistency.
- Low viscosity liquid.
- Solvent-free* and biostable

Benefits

- Facilitates the formulation of low odor, low VOC coatings.

Typical Properties

(These properties are typical but do not constitute specifications).

Property	Typical Values
Appearance	Opaque, white to yellow liquid
Solids, by weight, %	19.0
Density, wet, (g/ml)	1.04
pH (diluted 33% aqueous solution)	6.5
Viscosity (Brookfield LV #3, 60 rpm, 25 °C), cps	< 3500
Solvent	Water

* Manufactured without added solvent (no solvent intentionally added).

Handling Precautions

Before using this product, consult the Material Safety Data Sheet (MSDS)/Safety Data Sheet (SDS) for details on product hazards, recommended handling precautions and product storage.

Storage

Store products in tightly closed original containers at temperatures recommended on the product label.

Disposal

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.

It is the user's responsibility to verify that treatment and disposal procedures comply with local, state (provincial) and federal regulations. Contact your Dow Coating Materials Technical Representative for more information.

Chemical Registration

Many countries within the Asia-Pacific require the registration of chemicals, either imported or produced locally, prior to their commercial use. Violation of these regulations may lead to substantial penalties imposed upon the user, the importer or manufacturer, and/or cessation of supply. It is in your interests to ensure that all chemicals used by you are registered. Dow does not supply unregistered products unless permitted under limited sampling procedures as a precursor to registration.

Note on Asia-Pacific Product Line

Product availability and grades vary throughout the countries in Asia-Pacific. Please contact your local Dow Coating Materials representative for further information and samples.

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.

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