



PARALOID™ GM-709 Impact Modifier

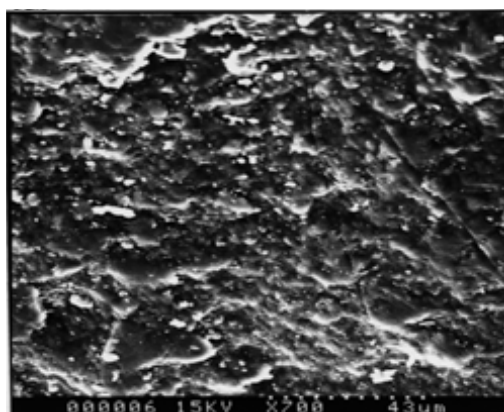
Improving the gloss of extruded PVC products

The gloss of extruded PVC products is controlled by the melt strength of the formulation. Melt strength refers to the stress at fracture of extruded melt and it varies according to melt temperature and degree of gelation. It also depends on the type of acrylic processing aid and impact modifier used in the formulation.

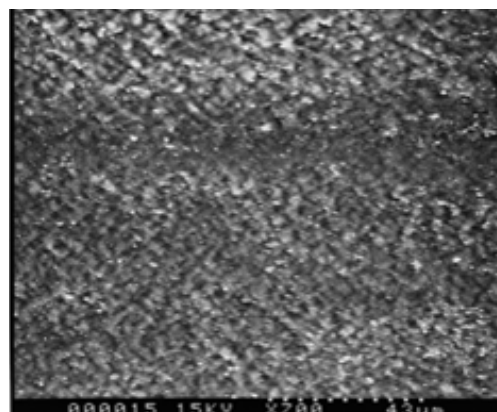
Glossy surfaces are characterized by a smooth finish which reflects images distinctly. The more direct light is reflected, the more obvious the impression of gloss.

The surface structure of a matte surface versus a glossy one is shown in the electron micrographs presented below, which clearly point out the differences between a surface that scatters light in many directions (rough surface) and a surface where the light is specular scattered (smoother surface).

Rough and matte surface



Smooth and glossy surface

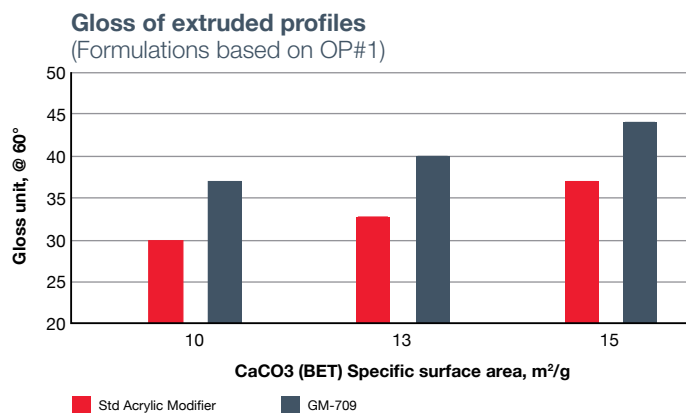
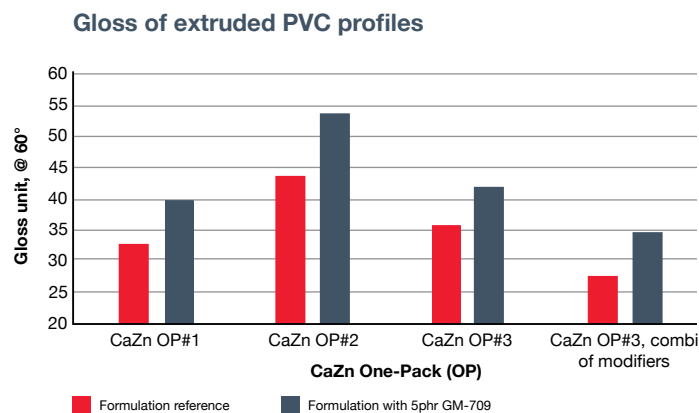


Selecting the right PARALOID™ Additive grade for top performance is key to addressing industry challenges. We offer one of the best product for your application. Contact your local representative or visit us on [dow.com](https://www.dow.com).

Whenever a glossy surface finish is required, PARALOID™ GM-709 Acrylic Impact Modifier is the option.

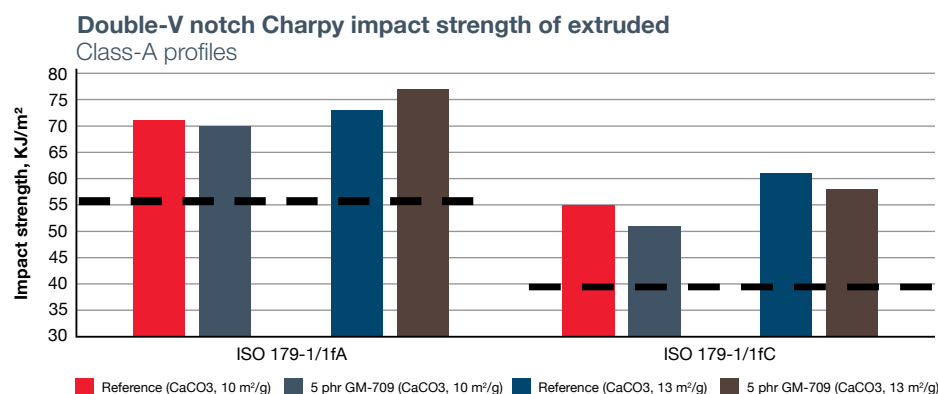
PARALOID™ GM-709 is a highly efficient acrylic impact modifier designed to generate high melt strength, which leads to a notable and consistent increase in the gloss level of a PVC product.

PARALOID™ GM-709 Additive can replace any of the acrylic impact modifiers used in many existing PVC formulations, by obtaining notable higher gloss of surface finish, while providing the same characteristics of those formulations: charpy impact strength, color, ash content, DHC, Vicat, E-Modulus, specific gravity, weld factor, and weathering performance.



PARALOID™ GM-709 Impact Modifier

Optimal combination of high gloss and impact strength



Applications

- Profiles
- Siding
- Cladding
- Decks
- Fences
- Pipes
- Panels
- Rigid sheets

PARALOID™ GM-709 Acrylic Impact Modifier helps PVC formulators and processors to control the melt strength of their formulations, enabling high impact resistance of PVC articles with a much glossier surface finish compared to that obtained with other impact modifiers.

The graphic representations are presented here for illustrative purposes only and should not be construed as product specifications.

Note: except otherwise expressly specified, the graph and tables presented in this document originate from internal studies conducted by Dow in 2018.

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