

LAPONITE-7007

Rheology additive for perfect orientation of effect pigments in aqueous coatings

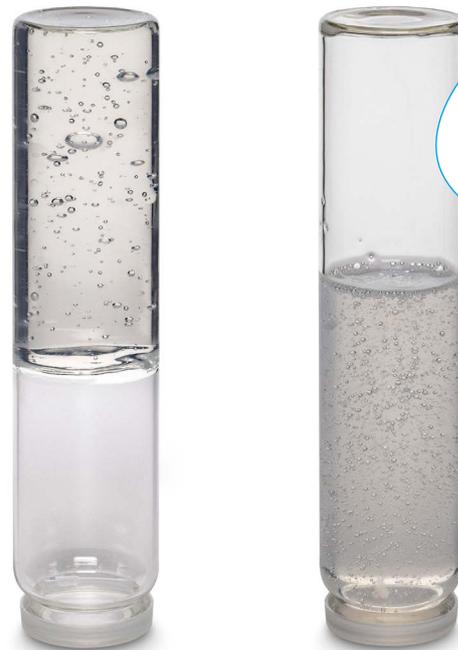
In aqueous coatings, adjustment of the rheology profile is generally of the utmost importance. However, it is particularly essential in effect coatings, in which the rapid structure formation after shearing, for example in spray applications, enables perfect orientation of the pigments and thereby excellent flop values.

Solid synthetic phyllosilicates such as the LAPONITE product series are especially suitable for achieving this effect, but can be difficult to handle.

The new LAPONITE-7007 is a special, user-friendly supplement to this product series and allows dispersions to be manufactured with a higher content of solid additive without impairing processability. In addition, LAPONITE-7007 is less sensitive to water quality and has longer storage stability as a dispersion. It is therefore particularly suitable for applications in which easy handling plays an important role, such as in refinish automotive coatings.

LAPONITE-7007: The best way to combine the unique rheological performance of the LAPONITE product series with easy processing.

Improved storage stability of dispersions, even at higher additive dosages



LAPONITE-RD

LAPONITE-7007

3 % dispersions in deionized water. The photos were taken after shaking and turning the samples upside down.

The **LAPONITE-7007** dispersion is still flowable after three months of storage.

Benefits

Easy handling

- Ideal for dispersions with a higher additive content (up to 5 %)
- Dispersions have longer storage stability
- Less sensitive to water quality
- 100 % solid additive with a low-dusting characteristic

Excellent application result

- Very rapid recovery of viscosity after shearing for excellent orientation of effect pigments → high flop values
- Significant anti-settling effect in aqueous pigment slurries

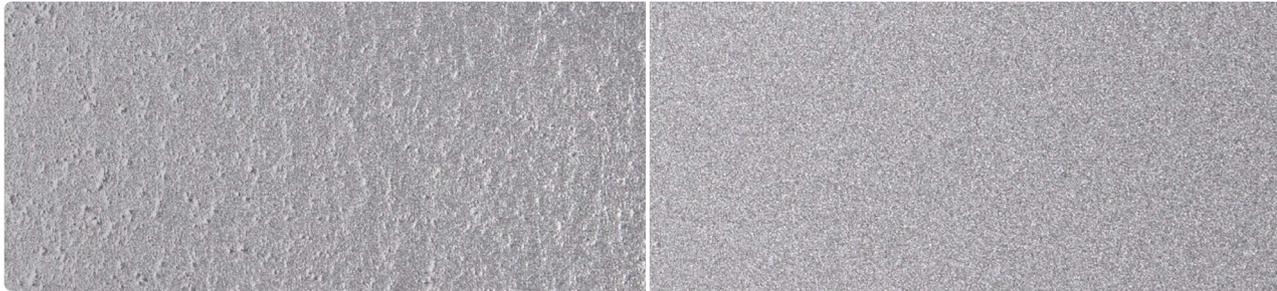
Technical properties

- Bulk density: 1000 kg/m³
- pH value (2 % in H₂O): 10
- Moisture content: max. 10 %
- Appearance: free-flowing, white powder

Areas of application

- Automotive OEM coatings
- Automotive refinish coatings
- General industrial coatings
- Wood and furniture coatings
- Architectural coatings

Seed-free coating and very good orientation of effect pigments, even with a longer-stored dispersion



With LAPONITE-RD

With LAPONITE-7007

Test system: aqueous OEM automotive coating

Additive dosage: 0.4 % additive (as supplied) based on the total formulation (3 % dispersion in deionized water)

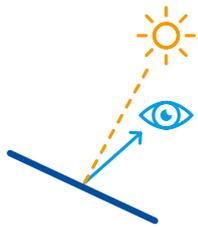
Both dispersions were incorporated while stirring at room temperature after three months of storage.

Rapid recovery of viscosity produces excellent flop values

AQUATIX 8421 + LAPONITE-RD

AQUATIX 8421 + LAPONITE-7007

Bright appearance

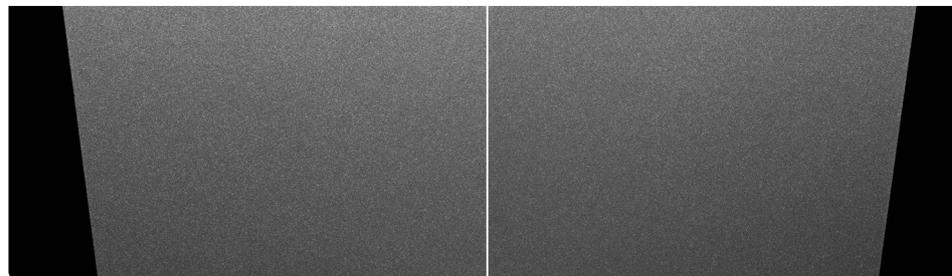
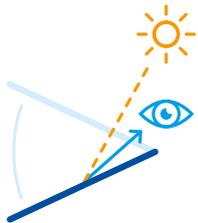


12.09

Flop values

13.29

Dark appearance



Test system: styrene acrylate copolymer emulsion

Test equipment: BYK-mac i from BYK Instruments

Additive dosages:

AQUATIX 8421: 9.0 % (as supplied) based on the total formulation

LAPONITE-RD (3 % dispersion in water):

3.3 % dispersion based on the total formulation

LAPONITE-7007 (4 % dispersion in water):

2.5 % dispersion based on the total formulation



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