

Boosting Opacity

Have you transformed your formulation yet?



enhanced
by Omya



Omyawhite[®] 20

Precipitated Calcium Carbonate
for Paints & Coatings



THINKING OF TOMORROW



Omyawhite® 20

Enhancement of optical and mechanical performance in decorative paints

Omyawhite® 20, a scalenohedral Precipitated Calcium Carbonate (PCC), is designed to enhance the performance of pigments such as TiO_2 in architectural paints. Consequently, Omyawhite® 20 also allows the partial substitution of titanium dioxide. The optimized particle size distribution is beneficial for achieving low sheen levels and contributes to excellent wet scrub resistance.

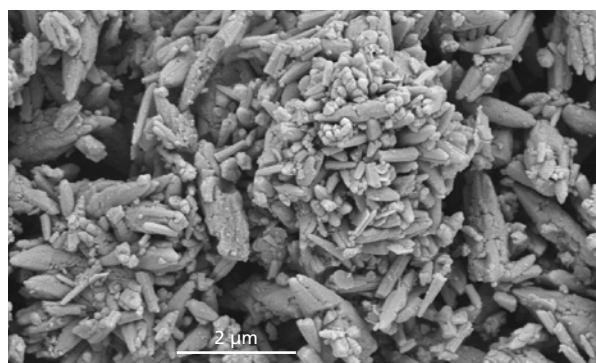


Benefits

- *High brightness*
- *Low yellowness*
- *Excellent wet scrub resistance*
- *High matting efficiency*
- *Outstanding cost performance ratio*
- *Reliable & constant product quality*

Test Formulation for Performance Check 1

Product	PVC 50
S/A Emulsion	159.4
FILLER (d = 2.7g/cm ³)	199.3
Additives	34.3
Water	341.2
Total	734.2
PVC	50.0 %



SEM image of Omyawhite® 20

Test Formulation for Performance Check 2

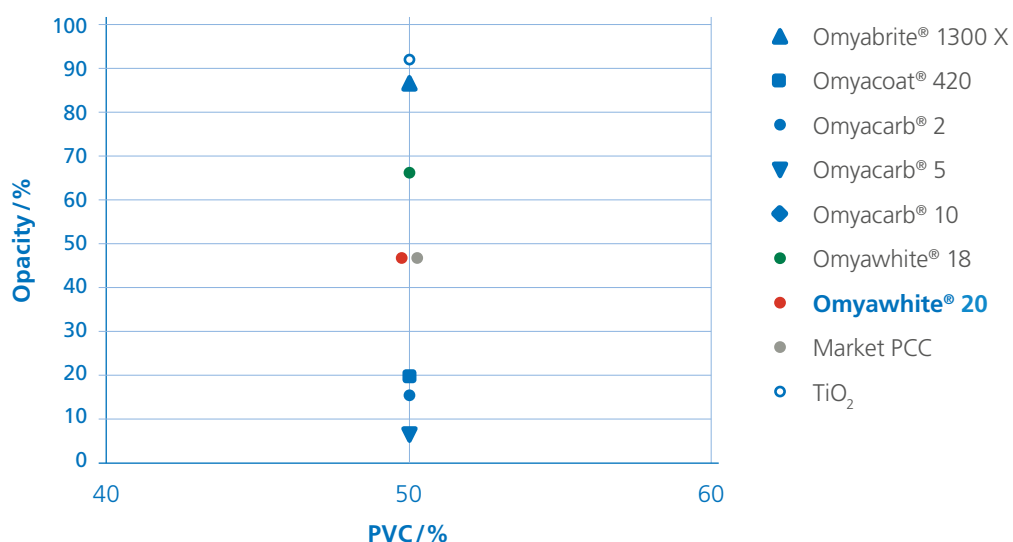
Product	Amount
Binder	12.3
TiO ₂	7.0
Triton 20	10.0
Omyacarb® 2	5.0
Omyacarb® 5	10.0
PCC under evaluation	19.9
Additives	3.4
Water	32.4
Total	100.0
PVC	76.2 %

Physical properties	
Median particle size (d50%)	1.9 µm
Particles < 2 µm	52%
Brightness Ry (C/2°, DIN 53163)	97.4%
Oil absorption (ISO 787-5)	33

Innovation – Omyawhite® 20 improves the optical properties and wet scrub resistance of decorative emulsion paints



Omyawhite® 20 Results of Performance Check 1



Omyawhite® 20 Results of Performance Check 2

	Market PCC	Omyawhite® 20
Ry white (gap = 150 µm)	91.5	91.6
Yellowness index (gap = 150 µm)	3.6	3.4
Contrast ratio (gap = 150 µm)	95.7	95.3
85° Gloss (gap = 150 µm)	3.5	3.1
Opacity at 7.5 m² / liter	97.5	97.3
Wet scrub resistance (7d 40°C/200c)	26	26



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OMYA PIGMENTS**

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