

Boosting Opacity

Have you transformed your formulation yet?



enhanced
by Omya



Omyabrite® 1300 X

Modified Calcium Carbonate
for matt Decorative Paints



THINKING OF TOMORROW

Omyabrite® 1300 X

Enhancement of matt Decorative Paints with **ChameleoBoost™** Technology

The special particle morphology of the modified Calcium Carbonate (MCC) paired with a high specific surface area and absorption characteristics of Omyabrite® 1300 X boosts the dry opacity and supports the wet opacity of decorative paints. Unlike many other mineral fillers, Omyabrite® 1300 X enhances opacity and at the same time reduces the sheen to low levels. This is beneficial for the substitution of a significant amount of titanium dioxide pigments and results in substantial cost savings. The lower carbon footprint of Omyabrite® 1300 X versus titanium dioxide leads also to a lower carbon footprint of paint formulations.

Despite the high oil absorption Omyabrite® 1300 X improves mechanical properties such as wet scrub resistance. Binder molecules are mechanically anchored in the porous particle surface and its capillaries thus enhancing the mechanical resistance.

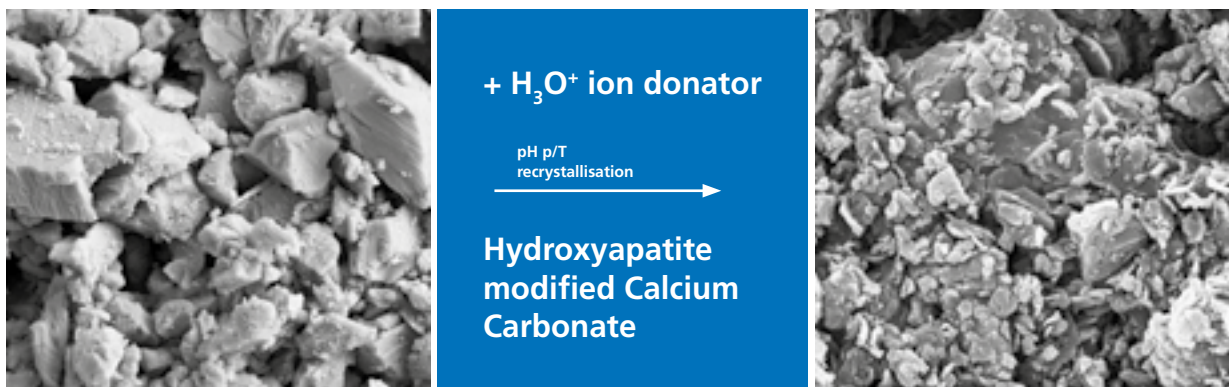
Omyabrite® 1300 X is typically recommended and used at medium PVC levels in matt decorative paints. Furthermore, it can be used in small percentages at higher PVC formulations to boost the opacity.

Benefits

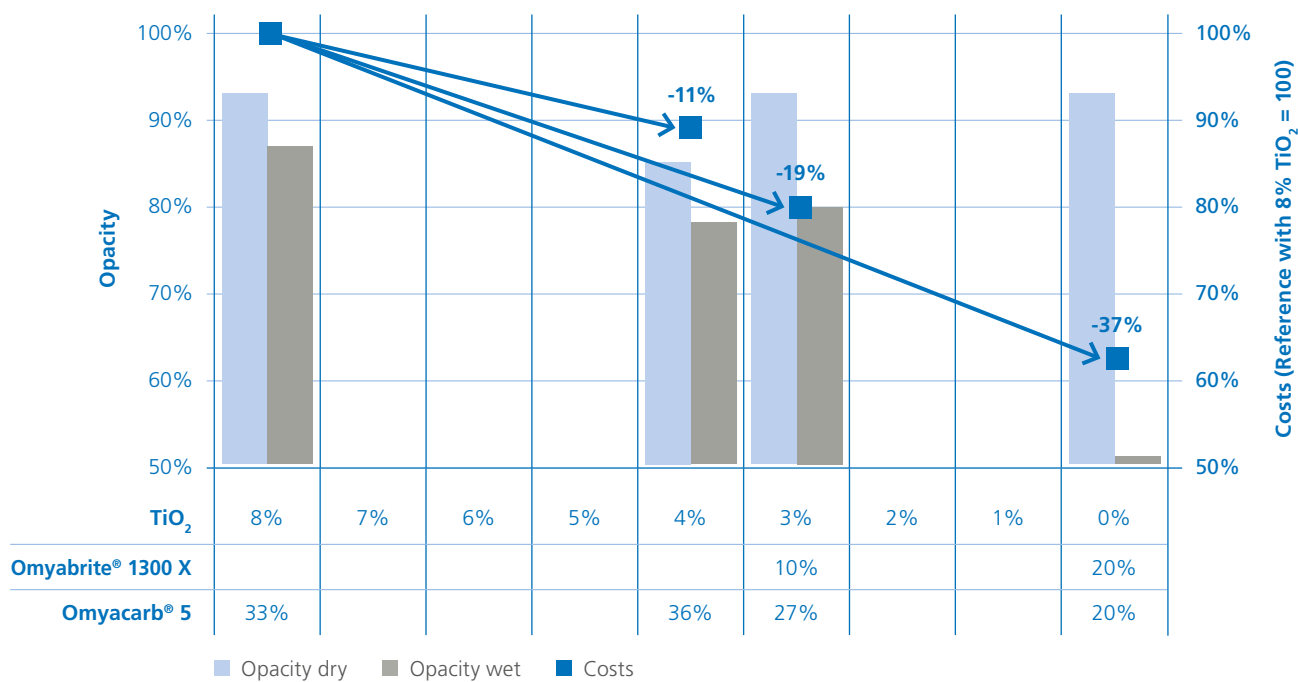
- *Extraordinary opacity*
- *High brightness*
- *Low yellowness*
- *Excellent wet scrub resistance*
- *High matting efficiency*
- *Good cost performance ratio*
- *Reliable & constant product quality*

Physical properties of Omyabrite® 1300 X

Physical Product Data	Omyabrite® 1300 X
Mean particle size (d50%)	2.4 µm
Top cut (d98%)	9 µm
Brightness (Ry, C/2°, DIN 53163)	95%
Yellowness index (DIN 6167)	1.8
Specific surface area BET (ISO 9277)	> 25 m²/g
Oil absorption	50 g/100 g
Pore volume	~ 1.8 cm³/g



Cost impact onto dry and wet opacity
in emulsion paint at PVC 65% at different TiO₂ levels



ChameleonBoost™
Technology



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OMYA PIGMENTS**

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