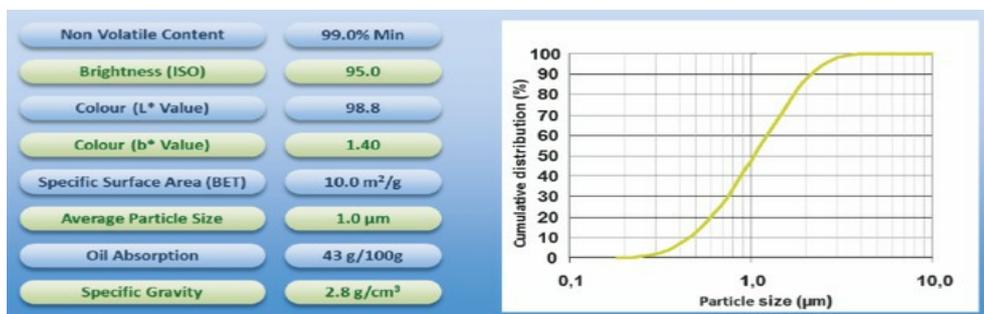


### Providing Significant Savings Over the Whole TiO<sub>2</sub> Pricing Cycle

**FP-460** Opacity Pigment™ from **FP-Pigments** is a high performance white pigment for use in the paints and coatings industry. Its unique engineered structure incorporates multiple scattering techniques allowing the formulator to greatly improve TiO<sub>2</sub> efficiency without any compromise in coating performance. **FP-460** is ideally suited to water based paints for both interior and exterior applications.



### FP-460 Product Characteristics

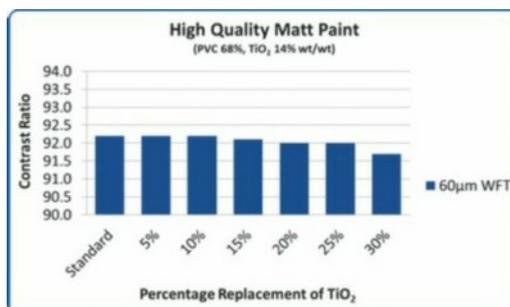


**FP-460** is available in 25kg bags, 500kg big bags and in bulk deliveries.

**FP-460** is fully REACH compliant.

### FP-460 Performance Examples

#### High PVC Matt Wall Paints



Replacing up to a quarter of your existing TiO<sub>2</sub> pigment, **FP-460** Opacity Pigment™ helps to significantly reduce costs while maintaining optical performance and film properties, e.g. scrub resistance.

#### Point-of-Sale Tint Bases

**FP-460** can offer substantial savings in point-of-sale tint bases through TiO<sub>2</sub> reduction **without compromise** to colour matching properties. Existing tint bases and new **FP-460** bases can be used interchangeably in-store without the need to update point-of-sale tinting software.



#### Customer Service Centres

EMEA Tel: + 49 346143 77 07 e-mail: orders@fp-pigments.com  
 USA Tel: +1 706 234 1215 e-mail: orders@fp-pigments.us  
 Asia Tel: +65 6543 6447 e-mail: adminasia@fp-pigments.com

## Paints Below cpvc

FP-460 can also be used in lower pvc paints (25 to 50% pvc) at replacement levels up to 15%. Some additional reformulation of extenders and binder content may be required to ensure the required gloss levels are maintained.

## Exterior Performance

Replacing between 10 and 20% of the TiO<sub>2</sub> with FP-460 Opacity Pigment™ has no significant impact on exterior durability (Florida data). Both colour and gloss retention are maintained and chalking levels remain consistent with the type of TiO<sub>2</sub> pigment (e.g. Durable or Super-Durable) used in the formulation.



## Reduced CO<sub>2</sub> Footprint

The use of FP-Pigments Opacity Pigment™ allows the customer to improve the environmental profile of their products.

The carbon footprint of FP-460 Opacity Pigment™ is approximately 60% lower than that of TiO<sub>2</sub> pigment.

FP-Pigments use a CO<sub>2</sub> waste stream as a major raw material input in the production of Opacity Pigment™ products.



### Recommended Initial Evaluation of FP-460

Test using a replacement ladder of 5, 10, 15 and 20% FP-460.

Make a 1:1 weight for weight replacement of TiO<sub>2</sub> with FP-460.

Where possible the order of addition should be:

FP-460 followed immediately by the TiO<sub>2</sub> Pigment then extenders.

Mill as normal - no additional milling time is necessary.

Complete the paint as normal.

Disclaimer of Liability: The suggestions and data provided are based on information we believe to be reliable. They are offered in good faith, but without guarantee as conditions and method of use of our products are beyond our control. We recommend that the prospective user determine the suitability of our materials and suggestions before adopting them on a commercial scale.