

PRESS INFORMATION

21 SEPTEMBER 2004

Elementis Specialties Introduces RHEOLATE® 125

Alkali Swellable Emulsion for Industrial Finishes and Wood Coatings

Hightstown, NJ – Elementis Specialties today announced the introduction of RHEOLATE® 125, a new acrylic rheological additive with improved efficiency. Free of solvents and APEs, RHEOLATE® 125 is an environmentally friendly component to any waterborne paint system.

“Elementis Specialties developed RHEOLATE® 125 to provide an efficient, easy-to-use rheological additive,” said Christopher Sieto, Market Development Manager, Elementis Specialties. “The product is highly shear thinning and provides effective atomization, making it an integral component for spray applications. It provides exceptional impact resistance, and improved moisture resistance in most water based industrial and wood coatings.” RHEOLATE® 125 offers several technical advantages:

- Highly shear thinning
- Improved Impact Resistance
- Fast recovery for sag resistance in higher build systems
- Works well with clay based additives
- Easy to use, liquid addition
- APE free and free of organic solvents

For more information or samples, visit www.elementis-specialties.com or call 609-443-2500.

About Elementis Specialties

Elementis Specialties (www.elementis-specialties.com) is one of the leading producers of additives for the coatings industry. The company manufactures a full range of rheological additives, pigment dispersions, high performance dispersing agents, wax additives, defoamers, interfacial tension modifiers, and other specialty additives. Elementis Specialties serves a wide variety of industries, including paint, ink, cosmetic, automotive, oilfield service, plastic, electronic, and pulp & paper. The world headquarters for Elementis Specialties is in Hightstown, NJ.

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Elementis Specialties, Inc.

PO Box 700
Hightstown, NJ 08520

Telephone: 609.443.2000
Facsimile: 609.443.2422

Email: specialinfo.usa@elementis-na.com
Web: elementis-specialties.com