



SOCAL[®] UP-G

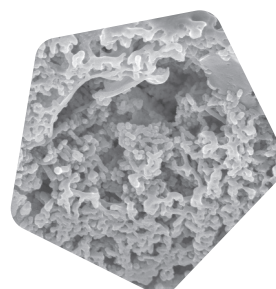
Effective TiO₂ extender
for high opacity and
brightness in paints

SOCAL[®] UP-G

Precipitated calcium carbonate with unique morphology to allow effective TiO₂ reduction in high PVC decorative matt paints at highest level of opacity and brightness.

Attributes:

- Effective titanium dioxide replacement
- Increase of dry opacity at low gloss
- Outstanding brightness
- Significant cost savings



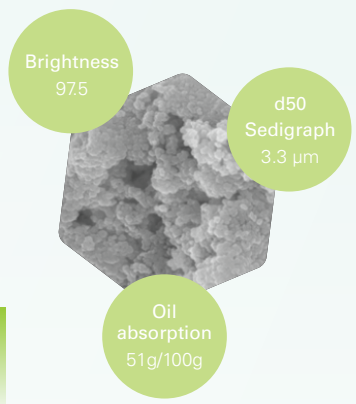
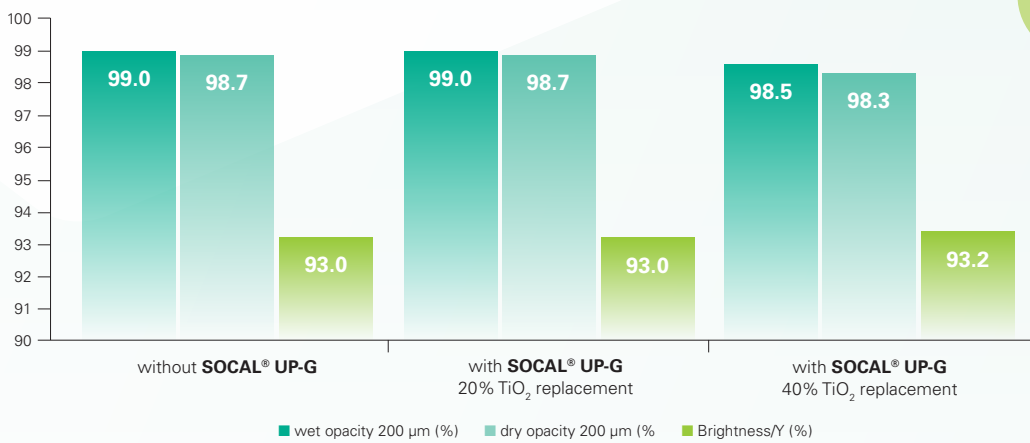
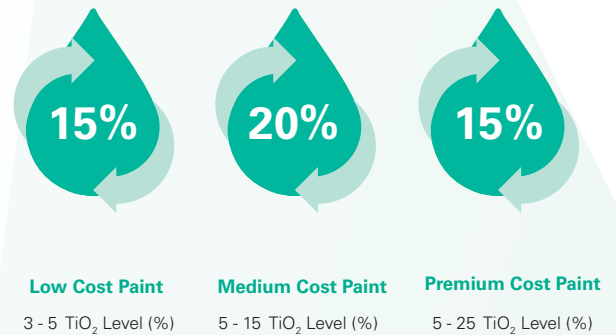
Together we can select the most appropriate product for your application

Cost reduction by replacement of up to 40% TiO₂

Formulation	Without SOCAL® UP-G	With SOCAL® UP-G	
TiO ₂ (rutile)	12.5	10.0	7.5
SOCAL® UP-G	0	2.5	5.0
ImerCarb® 40 (%)	20.0	20.0	20.0
ImerCarb® 22 (%)	20.0	20.0	20.0
Luzenac 0 (%)	6.0	6.0	6.0

PVC 75%, Solids 59%

Guide for TiO₂ substitution using SOCAL® UP-G



Unique Micro-shell structure

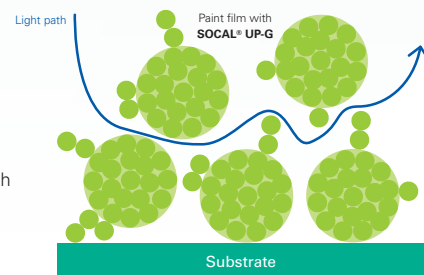
SOCAL® UP-G is a precipitated calcium carbonate. The unique morphology is made of calcite pseudo-cubic particles.



How does it work in paints?

Light refraction due to micro porous structure = High dry opacity

High light path length and roughness due to Micro-shells = Low gloss



For more information:

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