

# AQACell<sup>®</sup> HIDE 6299

Polymer Dispersions for Architectural Coatings

 **BASF**

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## Product description

State of the art organic opacifying pigment, designed to provide opacity and whiteness to paints in architectural coatings by extending and/or improving the efficiency of TiO<sub>2</sub> without sacrificing interior or exterior coating properties.

## Technical Data

|                                |                           |
|--------------------------------|---------------------------|
| Dispersion type                | anionic                   |
| Solids content                 | ~ 30 wt-%                 |
| pH value                       | ~ 8.1 – 8.5               |
| Encapsulated H <sub>2</sub> O  | ~ 22.2 wt-%               |
| Solids by volume               | ~ 51.5 vol-%              |
| Viscosity <sup>1</sup>         | ~ 10 – 50 mPa·s           |
| MFFT                           | > 80 °C                   |
| Specific gravity (wet polymer) | ~ 1.025 g/cm <sup>3</sup> |
| Specific gravity (dry polymer) | ~ 0.590 g/cm <sup>3</sup> |

<sup>1</sup> DIN EN ISO 3219 (23 °C, 250 1/s)

The exact specifications can be found in the specification data sheet.

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## Application areas

- Exterior and interior paints
- Low and high PVC paints

## Advantages

- Highly scattering organic pigment
- Spherical, low relative surface area leads to very low binder demand
- Pigment spacing effect which leads to increased TiO<sub>2</sub> efficiency
- Improved economics of paints while maintaining equal hiding power
- Broad formulation latitude: Low to high PVC paints
- Lower carbon footprint compared to TiO<sub>2</sub>
- APEO- and NH<sub>3</sub>-free
- Low odor

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