

ONADD® – PLCW RHEOLOGICAL ADDITIVE

FEATURED PRODUCT

OnADD® – PLCW Rheological Additive

INTRODUCTION:

Rheological additives are essential components in paint formulations used to control the flow and viscosity of the paint. Modified rheological additives are advanced formulations of traditional rheological additives. They are designed to offer improved performance, versatility, or specific functional properties in applications like paints, coatings etc.

These additives help achieve desirable texture, stability, and application properties by influencing the fluid's structure and behavior under different conditions

OnADD® - PLCW is a high viscosity, economical, organically modified Rheological additive for water-based system. It provides viscosity built up, good pigment suspension, excellent sag control and very good bio stability. It increases the water scrub resistance of the coating film.

Synonym	Alkyl quaternary ammonium bentonite	CAS no.	68153-34-4
		EINECS no.	268-880-0

SPECIFICATIONS:

Test	Unit	Specification
Appearance		White to off white powder
Moisture at 105°C for 1 Hour	%	Max 10.0
Jelly strength 2 % solution in water after 24 hr. at 25 °C (at 20 rpm, spindle no.6 on RVT Brookfield viscometer)	cps	20,000 – 35,000
Density	gm/cc	0.80 – 0.90



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APPLICATIONS:

Provide better leveling, sag resistance, and color consistency in following applications

- ✦ Paints and Coatings
- ✦ Textured coatings
- ✦ Synthetic plaster (putty)
- ✦ Acrylic & oil bound distemper

ADVANTAGES:

- ✦ **Viscosity Control**
Rheological additives adjust the thickness of a fluid to ensure it has the right flow characteristics for application (e.g., brushing, spraying).
- ✦ **Thixotropy (Anti-Sagging)**
Rheological additives provides thixotropy to the paint system . This thixotropic behavior is key in water-based paints, where the viscosity decreases during application (under shear) and recovers when at rest. This prevents the paint from sagging or running after application, leading to even coverage and sharp edges in the painted surface.
- ✦ **Application Properties**
They enhance the ease of application, prevent sagging in vertical applications, and improve leveling and surface finish.
- ✦ **Anti-Splattering**
In paints and coatings, rheological additives help reduce splattering during roller or brush application.
- ✦ **Enhanced Storage Stability**
Water-based paints can suffer from phase separation or settling during storage. Rheological additives help maintain long-term stability by preventing the separation of components like water, pigments, and binders, ensuring the paint remains ready for use without extensive mixing.

These applications highlight the versatility and critical role of modified Rheological additives in enhancing the performance, stability, and user experience of water-based paints.

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INCORPORATION:

In Situ:

Add to the water rich phase as early in the manufacturing process as possible. Anionic surfactant can enhance the thickening effect when used with OnADD® – PLCW

Pregel:

Pregel can be prepared by dispensing up to 2% - 3% of OnADD® – PLCW in water under high-speed dispersion equipment with Cowles Blades.

Dosage :

Typical dosage of OnADD® – PLCW is from 0.3 to 1.5% depending upon the type of system and degree of thickening or other properties desired

STORAGE:

Store in a sheltered place away from sources of heat and moisture.

PACKAGING:

25 Kg Bags

ICS offers OnADD® – PLCW in commercial quantities and welcomes your enquiries. No matter the quantity you need, our exceptional quality & services will make ICS your supplier of choice. For additional information or Safety Data Sheet (SDS), please contact us at- info@itsusainc.com or Phone# 713-337-0152.