

## POLIVA 55 New

**POLIVA 55 New** is a medium particle size dispersion of a vinyl acetate /veova copolymer, which is designed for use in a wide variety of decorative paints and surfaces finishes .

Paints based on **POLIVA 55 New** have improved wet scrub resistance, exterior durability and alkali resistance. In addition they are marked by excellent flow and outstanding stability to prolonged storage. **POLIVA 55 New** has, in general, very high compounding stability and may be blended with dry pigment and extenders in the formulation of high build coatings.

### **Recommended applications:**

- 1 - High quality, general purpose paints .
- 2 - Semi gloss decorative paints .
- 3 - Durable paints for exterior masonry .
- 4 - Low cost. Highly extended interior paints.
- 5 - Brush able plasters and walling compounds .

### **Specifications :**

<b>Viscosity at 25°C</b> Brookfield viscometer, SP # 4, rpm 20	<b>2000- 4000 cps</b>
<b>Total Solids content</b>	<b>54% ± 1</b>
<b>Ph</b>	<b>4-5</b>
<b>Dispersing system</b>	<b>anionic - non ionic</b>
<b>Free Monomer</b>	<b>0.1% max.</b>
<b>Particle size(typical value)</b>	<b>0.1 micron ( max)</b>
<b>MFFT</b>	<b>15 °C</b>
<b>Specific Gravity of Emulsion @ 25°C</b>	<b>1.03</b>

## **FORMULATING NOTES**

### **COALESCING SOLVENTS**

All conventional may used successfully with **POLIVA 55 New** though the optimum level will vary for each solvent. The level of coalescent included has a marked influence on the scrub resistance of the system .It is considered essential to allow sufficient conditioning time before testing since any solvent retained in the film may create a misleading impression of wet abrasion resistance and consequently resin binding power .

**POLIVA 55 New** will tolerate high dispersant levels with out any noticeable effect on scrub resistance unless excessive levels are present in which case some marginal in water sensitivity becomes apparent.

**POLIVA 55 New** and in general the variations observer were those expected due to the inherent influence of the filler rather the polymer.

### **THICKENERS:**

Traditional thickening agents may be used for viscosity modification of paints based on **POLIVA 55 New**. It may also be possible to reduce the thickener content when substituting **POLIVA 55 New** in place of either pressure terpolymers or styrene acrylic emulsions due to an increase in the natural viscosity and structure imparted by **POLIVA 55 New**. Retention of the original thickener level will product a more highly structured but stable system.

### **PIGMENTS:**

The choice of titanium dioxide is apparently unrestricted since various grades, both heavily-coated and general purpose, performed to a similar degree in terms of scrub resistance.

A variety of extenders have been evaluated in a range of paints based on

### **MISCELLANEOUS ADDITIVES:**

**POLIVA 55 New** systems are compatible with all generally available bactericides, fungicides and defamers and these additives should incorporate as the individual system requires.

On addition of variety of predisposed pigment pastes, paints based on floatation or viscosity increase.

**GENERAL COMMENTS:**

All results to date suggest that if correctly formulated **POLIVA 55 New** will give paint performance comparable to high binding pressure terpolymers, which is intermediate of styrene acrylic and general purpose VAM / Verstatics copolymer.

In addition to possible coalescent and thickener reductions **POLIVA 55 New** also confers slight improvements to opacity and whiteness compared to the pressure polymer examined.

**POLIVA 55 New** is currently undergoing natural exposure trials but results obtained from its precursors would indicate its suitability for exterior wall paint and low build textured finishes

Water absorption and alkali resistance characteristics of **POLIVA 55 New** are as would be predicted for its polymer type and the resistance of the un-pigmented film to UV light is very good.

**Please stir well before use.**