

HALLCOTE® HECA and E/Z MIX™ HECA High-Efficiency Coalescing Agent

Improves Performance and Lowers VOCs in Waterborne Latex Paints and Coatings

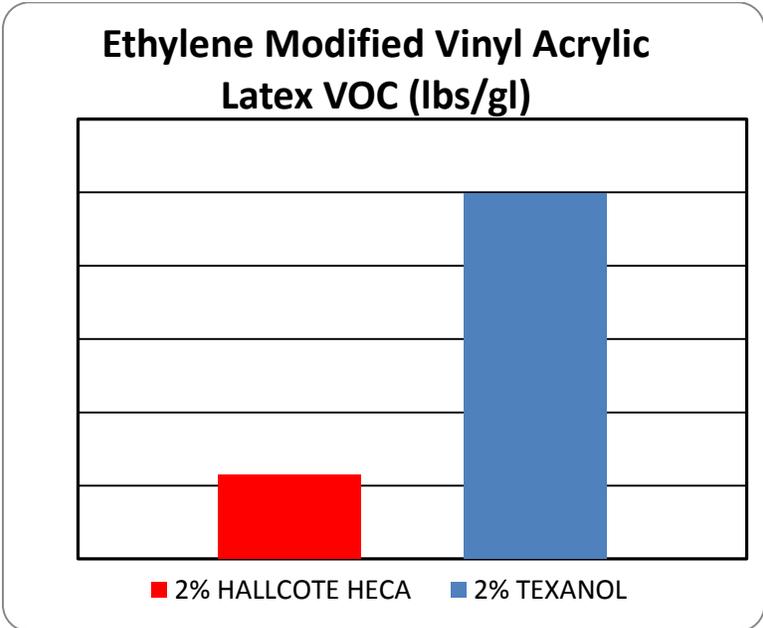
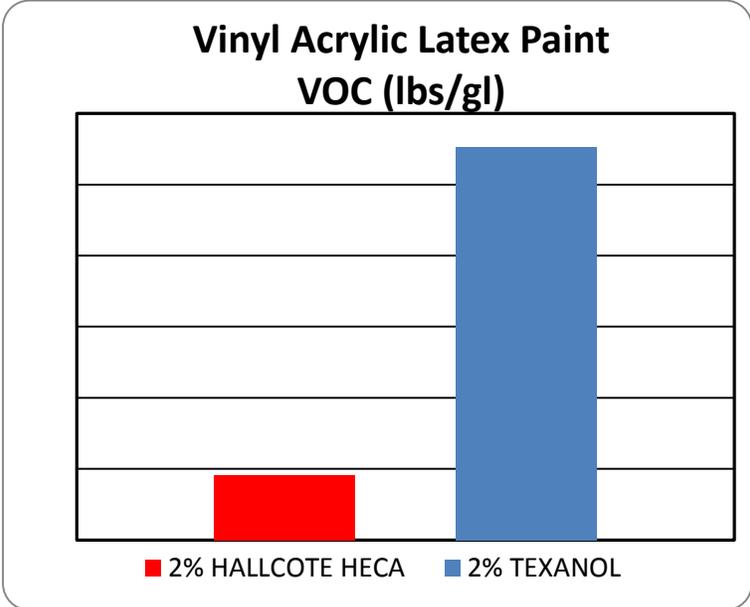
HALLCOTE HECA from The HallStar Company helps formulators produce high-quality, ultra-low VOC latex paints and coatings. Features and benefits include:

- 80% reduction in VOCs compared with Texanol®; meets and exceeds international regulations for no VOCs
- Odorless
- Greater reduction in MFFT (min. film formation temperature) at half the level of Texanol
- Excellent scrub resistance and gloss to meet consumer requirements
- Boiling point of 280°C to 300°C
- US and EU certifications
 - CAS #18268-70-7
 - EINECS #242-149-6
 - AICS Inventory (Australia)
- Available as a liquid or a dust free, **free-flowing powder, E/Z MIX™**, (18 - 20% active on TiO₂ carrier) for maximum flexibility in your operation. The powder improves weighing accuracy, eliminates liquid waste and steel drum disposal issues.

HALLCOTE HECA is one of the latest in a long line of high-value innovations from HallStar. For more information, contact your HallStar account executive, customer service representative, distributor, or hallstar.com.

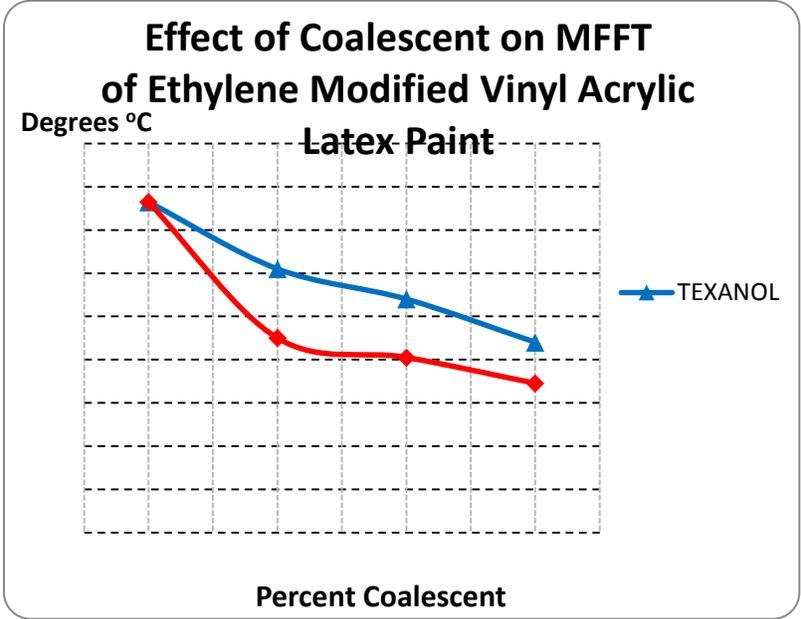
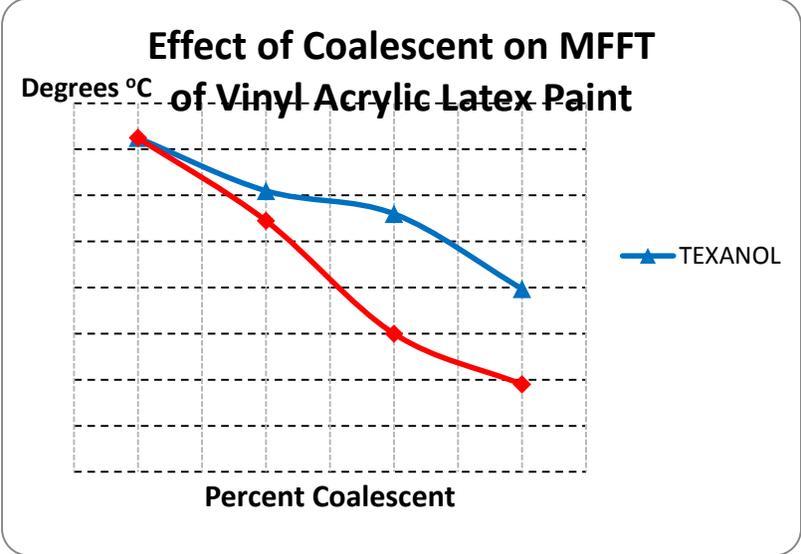
HALLCOTE HECA provides ultra-low VOCs

Studies comparing HALLCOTE HECA and the commonly used coalescent, trimethylhydroxypentyl isobutyrate (Texanol) in latex, shows HECA reduces VOCs up to 80%.



Minimum Film Formation Temperature (MFFT) (°C)

Studies comparing HALLCOTE HECA and Texanol in typical latex paint formulations show that HECA more efficiently reduces the MFFT at every loading level.



Prototype Formulations

Data was generated using the following prototype formulations.

High-Quality Flat Wall Paint Using Vinyl Acrylic Latex

<u>Ingredients</u>	<u>Amounts (grams)</u>
Water	200.0
Tamol 1124 (Rohm and Haas)	5.0
Triton CF-10 (Dow)	2.0
Sodium carbonate	3.0
Ti-Pure R-900 (DuPont)	200.0
Optiwhite (Burgess)	100.0
Duramite (Imerys Performance Minerals)	100.0
UCAR Latex 300 (Dow)	300.0
<u>Water (hold)</u>	<u>180.0</u>
Total	1090.0

Plus 2% coalescent agent based on resin solids

High-Quality Flat Wall Paint Using Ethylene/Vinyl Acrylic Latex

<u>Ingredients</u>	<u>Amounts (grams)</u>
Water	200.0
Triton X-405 (Dow)	2.0
AMP-95 dispersant (Angus Chemical Co.)	3.0
Ti-Pure R-900 (DuPont)	200.0
Optiwhite (Burgess)	150.0
Duramite (Imerys Performance Minerals)	100.0
Evocar DA 281 (Dow)	300.0
<u>Water (hold)</u>	<u>45.0</u>
Total	1000.0

Plus 2% coalescent agent based on resin solids