

# Rheovis® HS 1212 / HS 1332

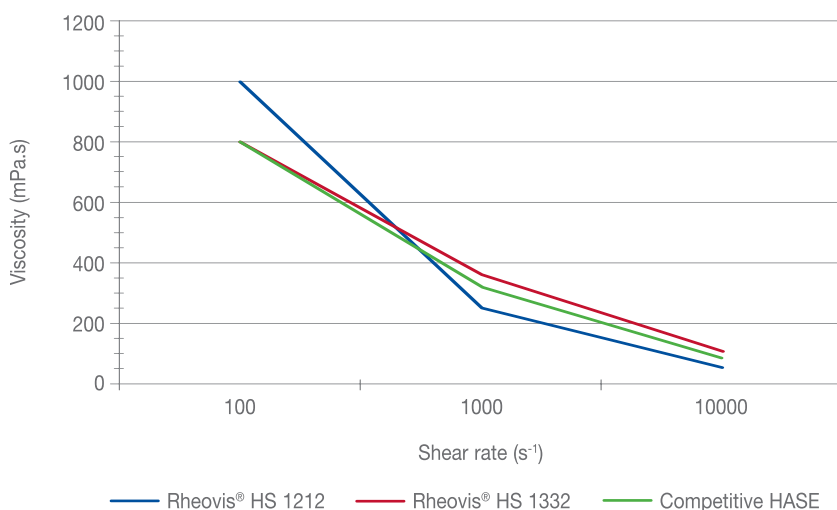


## Acrylic rheology modifiers mid to high-shear viscosity control

Rheovis® HS 1212 and Rheovis® HS 1332 are hydrophobically modified alkali swellable emulsions (HASE) and, upon neutralization with a base, impart mid to high-shear rheology control in water based coating systems. This rheology response gives paint formulators a cost effective way to increase film build and improve the leveling of the coating without compromising sag resistance.

### Comparison in a zero VOC semi-gloss white architectural paint

The graph below shows the actual viscosity curves of paints in the mid to high-shear region when formulated to ~ 95 KU with three different HASE rheology modifiers.



BASF's HASE rheology modifiers give the formulator the ability to tailor the coating viscosity profile to meet their specific needs. Rheovis® HS 1212 should be considered for modification of mid-shear viscosity when limited impact on high-shear viscosity is desired. When flow and leveling are the main concern, Rheovis® HS 1332 is an excellent choice and shows a stronger high-shear contribution than the competitive HASE thickener used in this study.

### Rheovis® HS 1212 / HS 1332: Characteristic Values

Property	Rheovis® HS 1212	Rheovis® HS 1332
Solids content	~ 40%	~ 40%
pH value	~ 3.5	~ 3.2
Brookfield viscosity	~ 5 mPa.s	~ 5 mPa.s
Density	1.05 g/cm <sup>3</sup>	1.05 g/cm <sup>3</sup>

### Performance Highlights

- Strong mid to high-shear contribution
- Improves film build and leveling properties
- Compatible with a variety of paint systems
- Good viscosity stability after tinting
- Easy handling: low viscosity

### Sustainability Highlights

- Low VOC content
- APEO-free
- Heavy-metals-free (e.g. organic tin compounds)
- Solvent-free
- Very efficient at low dosage



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