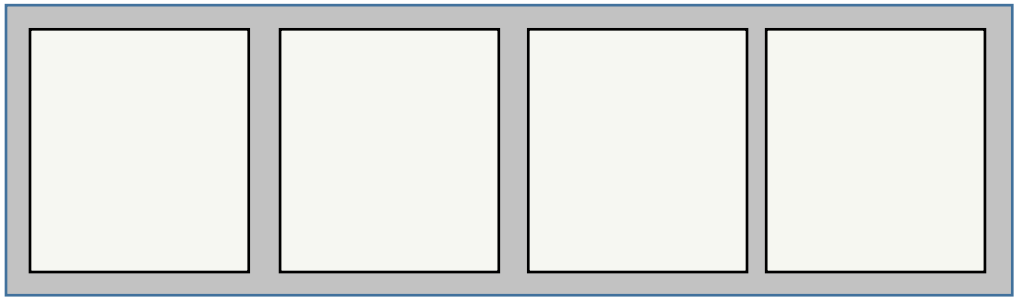
PureOptions™ KX White

PureOptions eco-colorants - BASF's expanded colorant line for paint suppliers seeking to produce environmentally responsible products in their point-of-sale (POS) tinting operations.

Chemical Nature

Inorganic Pigment Dispersion



1 oz. ***4 oz.*** ***8 oz.*** ***12 oz.***

Properties

Typical Properties

Pigment, Vol.	40 %
Pigment, Wt.	66 %
Solids, Vol.	69 %
Solids, Wt.	84 %
Specific Gravity	1.9
Viscosity (KU)	80 ± 5
Density	16.0 lbs/gal
VOC (per ASTM D 6886)	< 150 g/l

* The above values should not be taken as specification.

Application

Features

PureOptions represent an advanced approach to colorant technology created with < 50g/l VOC content, per the stringent ASTM D 6886 test method. Designed for optimal paint performance, PureOptions colorants enable paints to retain critical properties such as gloss, color reproducibility, and block resistance without adding VOC content.

PureOptions is packaged in a patent-pending plastic container allowing for efficient transfer of the product into POS dispensers. Simply open the screw-top lid and pour the color into the dispenser. In only one minute, 97% of the contents will be drained from the container. Simply close the container with the same re-sealable lid to avoid contamination, waste or spillage.

PureOptions eco-colorants help our customers to realize sustainable, VOC- and APEO-free paint formulations that do not compromise on performance, enabling them to compete for new lines of business.

As the world's leading chemical company, BASF can help you deliver eco-responsible paint solutions that meet or exceed performance requirements. We are putting together the right resources to make your products better and help you to be more successful.

Safety

General

The usual safety precautions when handling chemicals must be observed. These include the measures described in Federal, State and Local health and safety regulations, thorough ventilation of the workplace, good skin care and wearing of protective goggles.

Safety Data Sheet

All safety information is provided in the Safety Data Sheet for PureOptions KX White.

Storage

Please refer to the "Handling and Storage of Polymer Dispersions" brochure.

Important

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