

Rheovis[®] PU 1185

Product description Associative rheology modifier

Key benefits

- Provides excellent film build along with flow and leveling and spatter resistance in latex-based coatings resulting in superior finished paint appearance
- Recommended for use in wide range of interior and exterior coatings from flat to gloss paints and coatings
- Easy to incorporate into the paint production process due to its low neat viscosity
- Can be formulated along with cellulosic thickeners or replace cellulosic thickeners altogether
- Product has been designed for use with vinyl acrylic and ethylene vinyl acetate latex formulations as well as shows good applicability when used in acrylic and styrene acrylic latex formulations

Chemical nature Solution of a polyurethane in water/solvent

Properties

Physical form Opaque liquid

Technical data

(no supply specification)

Density at 25°C (77°F)	~1.1 g/cm ³
Solids	~17.5%
Brookfield viscosity at 25°C (77°F)	~2,500 cps

Application

Rheovis® PU 1185 remarkably improves the stability of aqueous coatings providing similar performance to inorganic, cellulose or acrylic thickeners. In contrast to these thickeners, Rheovis PU 1185 has no negative influence on gloss or opacity and has excellent water resistance due to its non-ionic character. Rheovis® PU 1185 imparts an excellent balance of sag & flow properties in a coating.

Rheovis® PU 1185 provides the optimum performance in vinyl acrylic systems in a wide range of sheens for both interior and exterior formulations.

Formulation guideline 0.3 – 2.0% on total formulation

Rheovis® PU 1185 can be incorporated directly into the paint or the mill base during stirring.

Storage

Rheovis® PU 1185 should be stored in a cool dry place.

Contacts worldwide

Asia
BASF East Asia Regional Headquarters Ltd
45/F, Jardine House
No. 1 Connaught Place
Central Hong Kong
China
formulation-additives-asia@basf.com

North America
BASF Corporation
11501 Steele Creek Road
Charlotte, NC 28273
USA
formulation-additives-nafta@basf.com

Europe
BASF SE
Formulation Additives
67056 Ludwigshafen
Germany
formulation-additives-europe@basf.com

South America
BASF S.A
Rochaverá - Crystal Tower
Av. das Nações Unidas, 14.171
Morumbi - São Paulo-SP
Brazil
formulation-additives-south-america@basf.com

Validity

This Technical Data Sheet is valid for all versions of the Rheovis® PU 1185.

Safety

When handling this product, please comply with the advice and information given in the safety data sheet and observe protective and workplace hygiene measures adequate for handling chemicals.

Note

The data contained in this publication are based on our current knowledge and experience. In view of the many factors that may affect processing and application of our product, these data do not relieve processors from carrying out their own investigations and tests; neither do these data imply any guarantee of certain properties, nor the suitability of the product for a specific purpose. Any descriptions, drawings, photographs, data, proportions, weights, etc. given herein may change without prior information and do not constitute the agreed contractual quality of the product. The agreed contractual quality of the product results exclusively from the statements made in the product specification. It is the responsibility of the recipient of our product to ensure that any proprietary rights and existing laws and legislation are observed.

® = Registered trademark

™ = Trademark of the BASF Group, unless otherwise noted

www.basf.com/formulation-additives