

Better Coating Pigment

COVEY CASE STUDY

A client was using a very expensive white mineral pigment in a light-weight coating because its optical properties provided opacity in special uses of the coated substrate.

Discussions revealed that the “special application” for his substrate had been replaced by other methods at the downstream processors & the substrate no longer required this high refractive index pigment.

A white mineral pigment of similar particle size (also found to be less of an issue for the new uses of the substrate) and similar solids concentration was identified and trialed very successfully, with some additional benefits in terms of reduced binder use because of the slightly larger particles.

The client’s existing system did not require modification; in fact the new pigment was easier to handle with respect to pumping and suspension stability.

The changeover was driven by and resulted in significant pigment cost savings for no loss of the optical benefits required for the new applications of the substrate.

Perhaps a case of production people being too busy to monitor and review their requirements of currently used raw materials to meet current requirements?

