

# Media Release

## Clariant delivered novel performance boost for ecolabel certified architectural paints at ACS 2018

- **Pioneering multifunctional, renewable-based additive Genamin<sup>®</sup> Gluco 50 launched in North America**
- **New Dispersogen<sup>®</sup> SPS/SPV stabilizer system brings easy application to biocide-free paints**
- **Innovations to support the growing demand for environmentally friendly solutions for the US paints & coatings market**

Charlotte, May 8, 2018 – Clariant, a world leader in specialty chemicals, supports North America’s architectural paints market in creating a healthier indoors for U.S. households with innovative formulation ingredients now launched to the region. New renewable-based and hazard label-free multifunctional neutralizer Genamin Gluco 50 and new advanced stabilizer system Dispersogen SPS/SPV for “breathable” biocide-free paints offer a step-change to environmentally friendly coatings.

“With architectural paints and especially environmentally friendly solutions expected to grow at an above average rate in the U.S. through 2019, Clariant is excited to introduce new additive solutions that contribute towards a healthier future for the region’s thriving indoor paints segment,” comments Ruzmir Niksic, Clariant’s Head of Regional Business Line North America for Business Unit Industrial & Consumer Specialties.

**New Genamin Gluco 50** stands out in the market for offering formulators the unique chance to reduce formulation complexity with a single additive and keep within the low VOC/SVOC limits of the most stringent regulations and eco-labels. It is suitable for paints certified with an ecolabel such as the U.S. GreenSeal, the German Blue Angel, or the Chinese TenRing. It is also an ideal ingredient for paints that align with very low VOC limits such as those required in Southern California, where only 50 g/L VOC is allowed in flat indoor paints.

The VOC/SVOC<sup>1</sup>-free, low-odor additive is proven in extensive laboratory testing to boost the lifetime and performance of waterborne paints above current market standards. It achieves this by improving storage stability even in colder regions, increasing tinting strength thanks to better pigment compatibility, and reducing the formation of flash rust on ferrous metals.

---

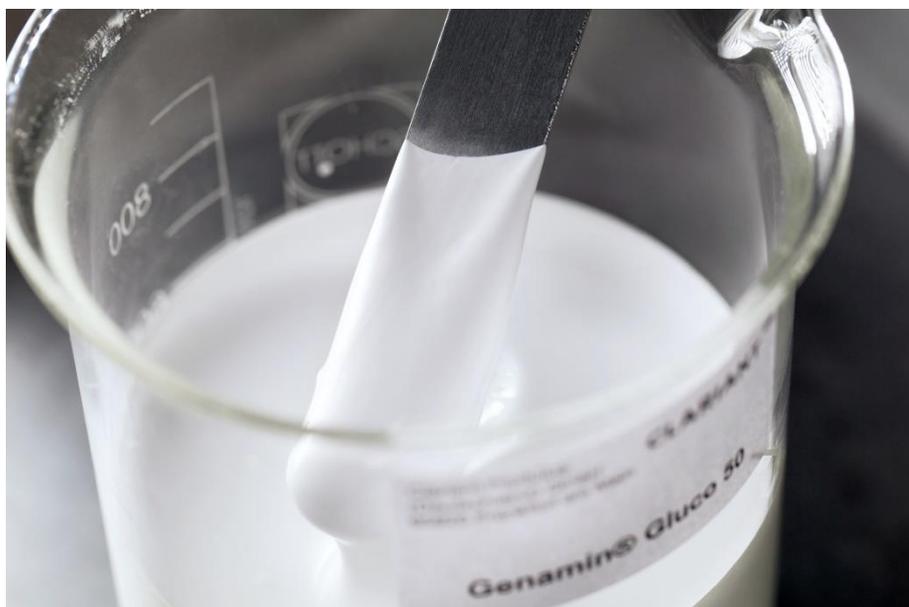
<sup>1</sup> VOC/SVOC free means the VOC/SVOC content is below the measurable threshold of 0.1% according to ISO 11890-2 and 16000-9

It offers these benefits without any negative impact on properties such as gloss or drying behavior. Paints are also easy to apply and have a pleasant smell that is ideal for indoor environments.

As a result of its extensive benefits, formulators now have access to an innovative alternative to ingredients that are currently under scrutiny.

**To support the region's niche but growing interest in biocide-free paints**, Clariant introduces a new stabilizer system offering a number of advantages compared to current benchmark two-product systems. Biocide-free paints are inherently less allergenic since they do not contain biocides such as isothiazolinones. As they are mineral-based, they offer better vapor permeability which contributes to a healthier indoor climate. They are often called “breathable paints” because the paint film does not seal the substrate, but allows the wall to “breathe.”

Clariant's stabilizer system Dispersogen SPS and Dispersogen SPV is suitable for paints which are certified by an ecolabel. Dispersogen SPV is low VOC while Dispersogen SPS is APEO-free. The stabilizer system offers performance advantages by increasing the paint's lifetime, or storage stability, as well as improving the paint's handling properties. It overcomes the known viscosity and texture drawback of biocide-free paints which makes them difficult to stir and apply. Biocide-free paint based on Dispersogen SPS/SPV has an enhanced rheology profile which makes it both easier to stir and homogenize before use and to apply onto a surface with a brush or roller.



Clariant's novel neutralizer in the storage stability test. (Photo: Clariant)

® TRADEMARK OF CLARIANT REGISTERED IN MANY COUNTRIES.

**GLOBAL TRADE MEDIA RELATIONS**

**STEFANIE NEHLSSEN**

Phone +41 61 469 63 63  
stefanie.nehlsen@clariant.com

**REGIONAL MEDIA RELATIONS**

**SHERRI LEAZER**

Phone+1 704 331 7138  
sherri.leazer@clariant.com

Follow us on [Twitter](#), [Facebook](#), [Google Plus](#), [LinkedIn](#).

[www.clariant.com](http://www.clariant.com)

Clariant is a globally leading specialty chemicals company, based in Muttenz near Basel/Switzerland. On 31 December 2017 the company employed a total workforce of 18 135. In the financial year 2017, Clariant recorded sales of CHF 6.377 billion for its continuing businesses. The company reports in four business areas: Care Chemicals, Catalysis, Natural Resources, and Plastics & Coatings. Clariant's corporate strategy is based on five pillars: focus on innovation through R&D, add value with sustainability, reposition portfolio, intensify growth, and increase profitability.

Press release and photography can be downloaded from [www.clariant.com](http://www.clariant.com) or [www.PressReleaseFinder.com](http://www.PressReleaseFinder.com)