

# CONSTRUCTION COATINGS

Application Overview



# CONSTRUCTION COATINGS

Architectural coatings require different minerals to enhance and improve the desired properties and ensure a perfect protection and decoration for the final coated product. euroMinerals portfolio is specially designed to fulfill the requirements that architectural coatings demand. Due to years of experience, close relationships with customers and innovative developments the company was able to reach a distinguished reputation for its products within the coating market.



### TIO<sub>2</sub> EXTENSION OR REPLACEMENT

euroMinerals has developed a performing composite product based on  $TiO_2$  and other minerals, so called inbond, with surface characteristics similar to classical titanium dioxide. Furthermore, very lamellar, fine intalc and special designed inpcc products show excellent  $TiO_2$ extender function.



### CRACKS & PINHOLES REDUCTION

Pinholes and cracks after application are the main challenges for plaster producers. euroMinerals has developed a unique special technology to produce sharp particle size distributions eliminating fine particles. Our lamellar particles are superior to preventing mud & surface cracks and pinholes during drying.



### **OPACITY & WET HIDING POWER**

An excellent opacity and wet hiding power of a paint is one of its main selling points. The high aspect ratio of our fillers together with the combination of a small size and narrow particle size distribution provide the optimal compaction to the film and prevent agglomeration of  $TiO_2$  and act as an extender.



#### COATINGS & INKS

# **PRODUCT MATRIX**

PRODUCT LINES	TiO₂ EXTENSION	CONSTRUCTION PLASTER	MATTING	ANTI- CRACKING
incomp	••	•		
intalc		•••		$\bullet \bullet \bullet$
Impcc	•••	•	•	•
Indolo	•	•	٠	•
inbond	••••	•••	•	-

## WE FIND SOLUTIONS FOR ALL CHALLENGES.

euroMinerals ambition and focus is to work out based on partnership with our customers, all around perfect performing and tailor-made product solutions. Based on high in-house effort within our modern up to date, equipped R&D- and application lab, we are able to evaluate all the most typically coating specific parameters, from e.g. long term anti-corrosion salt spray test series up to all important coating performances, film durability and optical behavior tests like scrub resistance, opacity and gloss.



# OUR SERVICE. YOUR BENEFITS.



SAVE UP FASTER Cost saving through functional extension of fillers and pigments. Faster processes through optimized raw materials.



SPECIAL FOR YOUR BUSINESS Tailor-made products for tailor-made applications. Sophisticated laboratory to ensure consistent high product quality.



NAME IT - WE DELIVER We provide all the common logistic solutions for our customers. Different packaging variations and all common transport options.



COATINGS & INKS

# SUSTAINABILITY APPROACH

Among the whole value chain, it is euroMinerals philosophy to care and be accountable for

- the resources we use and the effect of our decision and actions on the environment,
- the people we work with by ensuring fair, health and safe labor conditions,
- the sophisticated and innovative production processes we use to offer a product portfolio at highest quality standards,
- the fair and transparent business practices we have in place,

while performing efficient and achieving economic growth.

We can just generate as much as sustainable value and success out of our business, as much as environmental and social responsibility we aim.

Generating success collectively and sustainable is the future, euroMinerals approach. Our management systems are certified and comply with **quality**, **environmental and occupational standards**.

### ONE BRAND – THREE ASSOCIATED COMPANIES – EUROPEAN RAW MATERIAL SOURCES – HIGH QUALITY PRODUCTS

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