



Bermocoll[®] EHM MAX cellulose ether



High performance associative
rheology modifier

The ultimate performing associative cellulose ether for latex paints

Bermocoll® EHM MAX cellulose ether is a hydrophobically modified cellulose ether with improved thickening efficiency providing outstanding consistency and “in-can” feel in high quality decorative paints.

The unique chemistry gives Bermocoll® EHM MAX cellulose ether excellent compatibility with pigments, superior color acceptance and optimized color development. Paints formulated with Bermocoll® EHM MAX cellulose ether also show improved storage stability and are highly resistant to syneresis and color float.

Ask us how to ...

- improve one coat coverage
- optimize sag resistance
- achieve excellent tinter compatibility
- minimize spatter

Benefits

- Better one coat coverage cuts application time
- Eliminates lapping marks
- Excellent compatibility with pigments; superior color acceptance and optimized color development
- Improved storage stability, paints are highly resistant to syneresis

Typical properties

Appearance	off white powder
Particle size	98% <500µm
Salt content, %	max 6
Viscosity, mPa.s at 20°C (1% sol)	600-1200
Water content, %	max 4

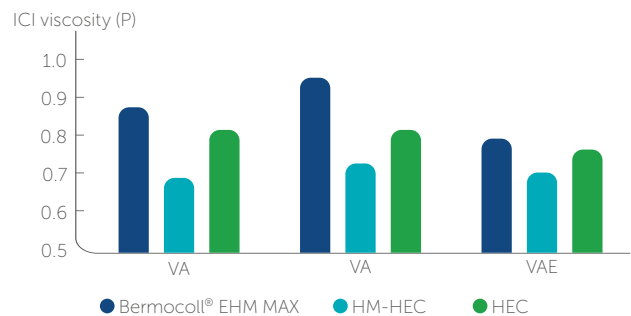


Performance evaluation

Results from a comparative study using Bermocoll® EHM MAX cellulose ether versus commercial hydrophobically modified hydroxy ethyl cellulose (HM-HEC) and hydroxy ethyl cellulose (HEC) in PVC 60 formulations based on vinyl acrylic or vinyl acetate ethylene binders. Similar trends were obtained in PVC 30 semigloss vinyl acrylic and all acrylic formulations, showing the ultimate performing properties of Bermocoll® EHM MAX cellulose ether in a versatility of high-end paint formulations.

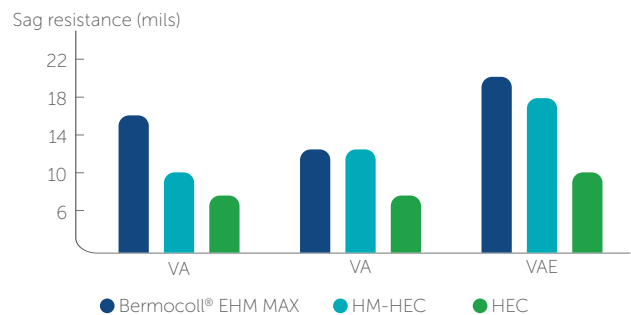
Reliable rheology – higher ICI viscosity

Paints with Bermocoll® EHM MAX cellulose ether show a smooth in can feel, even at high viscosity. With equal dosage and Storrer viscosity, approximately 105-110 KU, Bermocoll® EHM MAX cellulose ether have substantially higher ICI (application) viscosity than HM-HEC.



Improved sag control

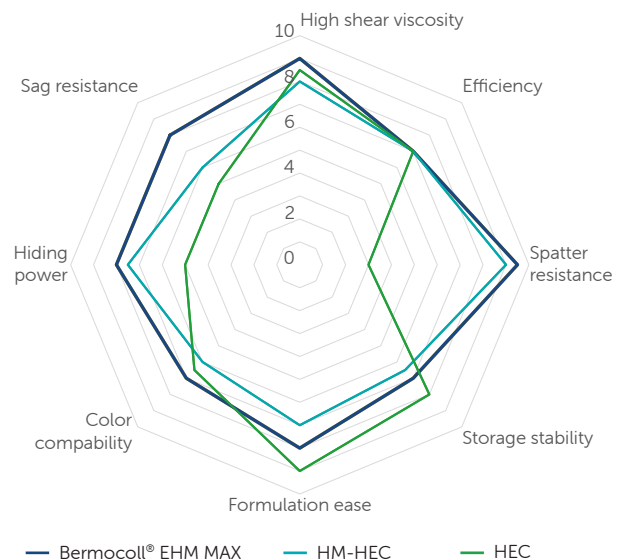
Paints formulated with Bermocoll® EHM MAX cellulose ether offers an optimized sag resistance without affecting the leveling properties.



Increase your paint performance

Bermocoll® EHM MAX a new hydrophobically modified cellulose ether with improved thickening efficiency and high ICI viscosity, this translates into excellent application properties for outstanding film build and coverage.

Bermocoll® EHM MAX cellulose ether is designed to enhance storage stability, minimize spatter and achieve excellent tinter compatibility.



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Nouryon

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