Eastman Optifilm & trade; Additive OT1200 Makes Its American Coatings SHOW Debut

Eastman

The latest addition to the Optifilm family of additives extends open time in low-VOC paints.

KINGSPORT, Tenn. May 8, 2012 Eastman Chemical Company continues the launch of Eastman Optifilm" additive OT1200 by featuring the low-VOC product at the American Coatings SHOW 2012 in Indianapolis, Ind., May 8-10.

First introduced at the 2011 European Coatings Show in Nürnberg, Germany, Eastman Optifilm" additive OT1200 allows formulators to significantly improve workability in low-VOC trim and wall paints. By improving open time over a range of environmental application conditions, the additive helps meet a global need of architectural paint formulators to develop compliant solutions with uncompromised performance.

We think the attendees in Indianapolis will be very interested in hearing about this new product, says Supria Suri, North America market development manager. Todays paint has less open time than paints 5-10 years ago. This makes it difficult to easily fix or paint over mistakes. It also makes clean-up more challenging. With Eastman Optifilm" additive OT1200, formulators can develop a more workable paint, without giving up any other properties.

Eastman completed product testing with do-it-yourself and professional end-users says Suri. The results confirmed that painters have a strong and immediate preference for paint containing OT1200 versus paints that did not, as they clearly saw the benefits including ease of application and final appearance. In short, painters were thrilled with the results!

About Eastman Optifilm" additive OT1200
Optifilm OT1200 allows formulators to significantly reduce VOC content in water-based trim and wall paints by replacing volatile glycols while improving open time and wet edge without negatively affecting other paint properties. It also performs well over a range of environmental application conditions. The additive helps meet a global need of architectural paint formulators to develop compliant solutions that meet regulatory standards without compromising performance. For more information, visit www.eastman.com/Optifilm [1].

SOURCE [2]

Source URL (retrieved on *10/30/2014 - 8:17am*):
http://www.chem.info/news/2012/05/eastman-optifilm-trade-additive-ot1200-makes-

its-american-coatings-show-debut?qt-most_popular=1

Links:
[1] http://www.eastman.com/Optifilm
[2] http://www.eastman.com/Company/News_Center/2012/Pages/EASTMAN_OPTIFILM_Additive_OT1200_Makes_Its_American_Coatings_SHOW_Debut.aspx