

## Rheology Additive: Organo-34

### SALES SPECIFICATION

% Weight Loss @ 800°C (Thermo-Gravimetric Analysis)	37.5-40.5
Max. Moisture Content, %	3.0
Particle Size	95% <80 µm

### OTHER PROPERTIES

Appearance	Light Cream Powder
Specific Gravity, 25°C	1.7
Particle Size (mean)	15-20 µm

### Performance Benefits

ORGANO 34 rheological additive provides the following benefits in low to medium polarity systems:

- High gelling efficiency
- Imparts shear thinning rheology and thixotropic viscosity recovery
- Efficient sag resistance
- Good antisettle and hard sedimentation prevention of pigments/fillers
- No heat activation requirement

### Composition

Modified montmorillonite (more commonly referred to as Organoclay)

### Applications, Incorporation Methods and Processing Instructions

ORGANO 34 is suitable for use in a wide range of applications:

- Oil based paints & stains
- Automotive/Equipment Undercoats
- Industrial alkyd & acrylic primers or enamels
- Inks
- Cosmetics
- Adhesives & sealants

For efficient activation ORGANO 34 must be incorporated under high shear and subjected to a polar activator. Suitable high shear equipment can be high speed disperser, ball mill, roller mill, kinetic mixer, etc.

Suggested polar activators are:

	% weight based on Organo 34
Methanol/water (95/5%)	33
Ethanol/water (95/5%)	50
Propylene Carbonate/water (95/5%)	33
Acetone*	60

If a water free polar activator is required then Acetone or Propylene Carbonate are suggested.

There are two main methods of incorporating ORGANO 34:

### Preparation of pre-gels

1. Charge solvent
2. Add ORGANO 34 (10% by weight of pre-gel)
3. Mix at high speed for 5-10 minutes
4. Add polar activator
5. Mix at high speed for 5-10 minutes

### In-situ incorporation

1. Charge solvent & binder/resin
2. Add ORGANO 34
3. Mix at high speed for 5-10 minutes
4. Add polar activator
5. Mix at high speed for 5-10 minutes (Note: wetting agents should be added after this stage)
6. Continue with pigment/filler addition & grind stage

### Formulation Guidelines

Generally 0.2-2.0% based on total formulation.

### Packaging

Organo 34 is supplied in 20-kg paper sack or 400-kg bulk bags

### Precautions

This information is given to the best of our knowledge. However, due to the multitude of formulations, processing methods and application conditions used in the field, we strongly recommend that all products containing ORGANO 34 be tested thoroughly to ensure suitability for their intended end use.