



**DuPont™ Ti-Pure® R-741 titanium dioxide**  
FLAT-GRADE SLURRY

**When Superior Tint Strength is Needed**



*The miracles of science™*

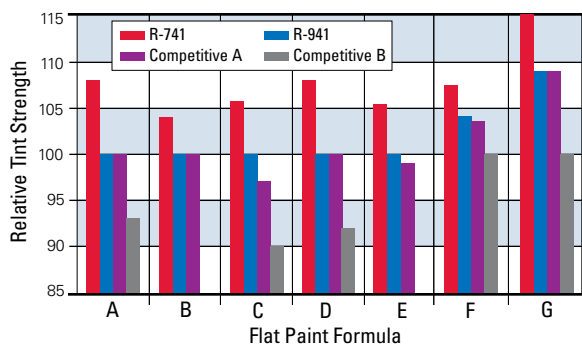
DuPont™ Ti-Pure® R-741 titanium dioxide is a flat-grade slurry designed to offer maximum hiding and tint strength in high-PVC architectural coatings. Ti-Pure® R-741 uses a unique dispersant package to provide the best compatibility with modern coatings. Furthermore, Ti-Pure® R-741 manufacture uses novel process conditions and equipment to enhance hiding and tint strength capability.

## Superior Tint Strength and Hiding Power

Ti-Pure® R-741 is designed to optimize the tint strength performance in high-PVC coatings. Figure 1 illustrates the relative tint strength of several architectural paints made with Ti-Pure® R-741 versus DuPont™ Ti-Pure® R-941 and other commercially available flat-grade slurries. Figure 1 shows its relative tint strength advantage in multiple paint formulas. Ti-Pure® R-741 typically shows a 4–16% advantage over other flat-grade slurries.

**Figure 1:**  
Relative Tint Strength of Flat-Grade Slurries in Several Architectural Paints

[Competitive A and Competitive B are Commercial Flat Grade Titanium Dioxide Slurries]

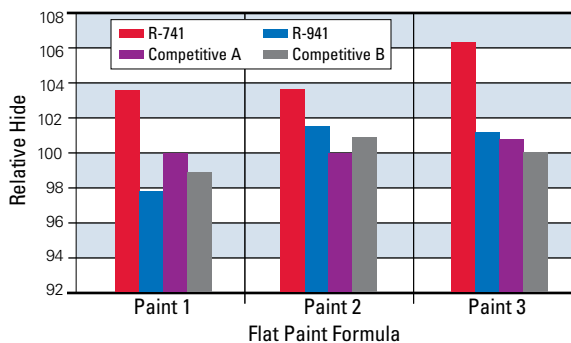


**Note:** The selected paint formulas range in TiO<sub>2</sub> content from 0.7–2.5 lb/gal and in PVC from 45–70%.

Ti-Pure® R-741 also produces improved hiding power versus other flat-grade slurries. Figure 2 shows the relative hiding power of several architectural paints. Ti-Pure® R-741 produces between 2 and 6% advantage in several representative coatings.

**Figure 2:**  
Relative Hide of Flat-Grade Slurries in Several Architectural Paints

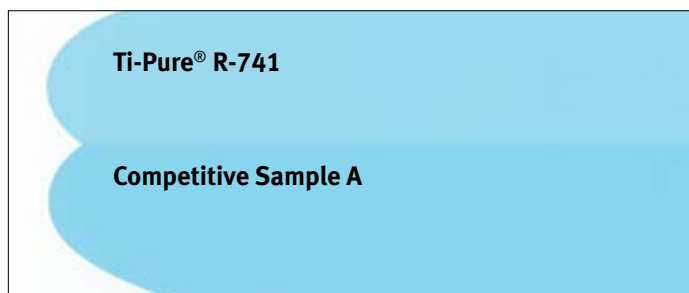
[Competitive A and B are Commercial Flat Grade Titanium Dioxide Slurries]



**Note:** The selected paint formulas range in TiO<sub>2</sub> content from 0.7–2.5 lb/gal and in PVC from 45–70%.

The TiO<sub>2</sub> in Competitive Sample A, as seen in Figure 3, is 10% less efficient in providing tint strength versus DuPont™ Ti-Pure® R-741. The paint producer can either save 10% on TiO<sub>2</sub> raw material cost or improve their film formation properties.

**Figure 3:**  
High Quality Commercial Paint Equal TiO<sub>2</sub> Loading



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