MITCHEM INDUSTRIES
F-130, Indraprastha Industrial Area,
Kota - 324005, Rajasthan, INDIA
Mobile: +91 9829037067, +91 8852034000
Email: info@mitchemindustries.com
Website: www.mitchemindustries.com

# TITANIUM DIOXIDE

(CAS: 13463-67-7)

| MITCHEM $TiO_2$ Operating Guide | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **+ Best** • Better ○ Good | | | | | | | | |
| **Application** | **Product Segmentation** | **Specifications and Models** | | | | | | |
| | | **R-97** | **R-96** | **R-93** | **R-95** | **R-760** | **R-750** | **R-730** |
| **Architectural Paint** | Interior-wall | | | | | + | • | |
| | Primer | | | | | + | | ○ |
| | Exterior | | | | | • | | + |
| **Car Paint** | Primer | | | | + | | ○ | • |
| | Varnish | | | | + | ○ | • | |
| | Refinish | | | | + | ○ | • | |
| **Industrial Paint** | Coil | | | | + | ○ | | • |
| | Anti-corrosive | | | | | • | + | ○ |
| | Marine | | | | ○ | • | + | |
| | Road Marking | | | | + | • | | ○ |
| **Wood Paint** | Water-based | | | | • | | ○ | + |
| | Solvent | | | | | + | • | ○ |
| | Primer | | | | • | + | | |
| **Powder Coating** | Interior | | | | | • | | + |
| | Exterior | | | | + | ○ | • | |

MITCHEM INDUSTRIES
F-130, Indraprastha Industrial Area,
Kota - 324005, Rajasthan, INDIA
Mobile: +91 9829037067, +91 8852034000
Email: info@mitchemindustries.com
Website: www.mitchemindustries.com

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Plastic** | PE | + | + | + | • | | | |
| | PVC | ○ | • | | | | • | + |
| | ABS | + | + | + | | • | ○ | |
| | Engineering Plastic | • | | ○ | | | | |
| **Ink** | Water-based | | | | • | | | + |
| | Solvent | | | | • | ○ | | + |
| **Decorative** | | | | | | | ○ | |
| **Rubber** | | + | | | • | | ○ | |

MITCHEM INDUSTRIES
F-130, Indraprastha Industrial Area,
Kota - 324005, Rajasthan, INDIA
Mobile: +91 9829037067, +91 8852034000
Email: info@mitchemindustries.com
Website: www.mitchemindustries.com

## Grade: R97

**Application:** Engineering plastics, PS plastics, Hard & Soft PVC, acrylonitrile butadiene styrene copolymer (ABS), Polyethylene (PE)

| | |
|---|---|
| **TiO2 content** | ≥ 97% |
| **Rutile content** | ≥ 98.0% |
| **Whiteness (CIE L*)** | ≥ 98.5% |
| **Tinting strength** | ≥ 2000 |
| **Oil Absorption (g/100g)** | ≤ 15 |
| **Volatile at 105 °C** | ≤ 0.20% |
| **Surface treatment** | AL Coating |

MITCHEM INDUSTRIES
F-130, Indraprastha Industrial Area,
Kota - 324005, Rajasthan, INDIA
Mobile: +91 9829037067, +91 8852034000
Email: info@mitchemindustries.com
Website: www.mitchemindustries.com

## Grade: R96

**Application:** Polyolefin Masterbatch, High temperature extrusion coatings & cast films, Engineering Plastics, etc

| | |
|---|---|
| **TiO2 content** | ≥ 97% |
| **Oil Absorption (g/100g)** | ≤ 15 |
| **Whiteness (CIE L*)** | ≥ 98.0% |
| **Moisture when packed** | ≤ 0.4% |
| **Volatile at 105 °C** | ≤ 0.20% |
| **Surface treatment** | AL Coating |

MITCHEM INDUSTRIES
F-130, Indraprastha Industrial Area,
Kota - 324005, Rajasthan, INDIA
Mobile: +91 9829037067, +91 8852034000
Email: info@mitchemindustries.com
Website: www.mitchemindustries.com

## Grade: R93

**Application:** Polyolefin, PVC, Masterbatch and other plastic industries

| | |
|---|---|
| **TiO2 content** | ≥ 96% |
| **Rutile content** | ≥ 98.0% |
| **Lightness** | ≥ 96.0% |
| **Tinting strength** | ≤ 1980 |
| **Oil Absorption (g/100g)** | ≤ 16 |
| **Volatile at 105 °C** | ≤ 0.3% |
| **Surface treatment** | AL Coating |

MITCHEM INDUSTRIES
F-130, Indraprastha Industrial Area,
Kota - 324005, Rajasthan, INDIA
Mobile: +91 9829037067, +91 8852034000
Email: info@mitchemindustries.com
Website: www.mitchemindustries.com

## Grade: R95

**Application:** Coatings, Rubber, Plastics, Printing ink and Paper making industries.

| | |
|---|---|
| **TiO2 content** | ≥ 93% |
| **Tinting strength** | ≥ 2000 |
| **Oil Absorption (g/100g)** | ≤ 18 |
| **Volatile at 105 °C** | ≤ 0.5% |
| **pH Value** | 6.5 - 8.5 |
| **Resistivity of Water Suspension** | ≥ 120 Ωm |
| **Surface treatment** | AL Coating |

MITCHEM INDUSTRIES
F-130, Indraprastha Industrial Area,
Kota - 324005, Rajasthan, INDIA
Mobile: +91 9829037067, +91 8852034000
Email: info@mitchemindustries.com
Website: www.mitchemindustries.com

## Grade: R760

**Application:** Wide use in Coatings, Printing Inks, Plastics, Masterbatch, etc

| | |
|---|---|
| **TiO2 content** | ≥ 94% |
| **Rutile content** | ≥ 98.0% |
| **Lightness** | ≥ 96.0% |
| **Tinting strength** | ≥ 1950 |
| **Oil Absorption (g/100g)** | ≤ 18 |
| **Volatile at 105 °C** | ≤ 0.3% |
| **pH Value** | 6.5 - 8.5 |
| **Surface treatment** | AL Coating |

MITCHEM INDUSTRIES
F-130, Indraprastha Industrial Area,
Kota - 324005, Rajasthan, INDIA
Mobile: +91 9829037067, +91 8852034000
Email: info@mitchemindustries.com
Website: www.mitchemindustries.com

## Grade: R750

**Application:** Wide use in interior and exterior paint, paper, plastic, ink, etc

| | |
|---|---|
| **TiO2 content** | ≥ 94% |
| **Rutile content** | ≥ 98.5% |
| **Lightness (CIE L*)** | ≥ 98.0% |
| **Tinting strength** | ≥ 1980 |
| **Oil Absorption (g/100g)** | ≤ 20 |
| **Volatile at 105 °C** | ≤ 0.5% |
| **pH Value** | 6.0 - 9.0 |
| **Surface treatment** | SI, AL Coating |

MITCHEM INDUSTRIES
F-130, Indraprastha Industrial Area,
Kota - 324005, Rajasthan, INDIA
Mobile: +91 9829037067, +91 8852034000
Email: info@mitchemindustries.com
Website: www.mitchemindustries.com

## Grade: R750

**Application:** Wide use in interior and exterior paint, paper, plastic, ink, etc

| | |
|---|---|
| **TiO2 content** | ≥ 94% |
| **Rutile content** | ≥ 98.5% |
| **Lightness (CIE L*)** | ≥ 98.0% |
| **Tinting strength** | ≥ 1980 |
| **Oil Absorption (g/100g)** | ≤ 20 |
| **Volatile at 105 °C** | ≤ 0.5% |
| **pH Value** | 6.0 - 9.0 |
| **Surface treatment** | SI, AL Coating |

MITCHEM INDUSTRIES
F-130, Indraprastha Industrial Area,
Kota - 324005, Rajasthan, INDIA
Mobile: +91 9829037067, +91 8852034000
Email: info@mitchemindustries.com
Website: www.mitchemindustries.com

## Grade: R730

**Application:** Used in senior industrial coating which requires high weatherability. Also can be used in paint, ink, plastic, paper, etc.

| | |
|---|---|
| **TiO2 content** | ≥ 93.5% |
| **Rutile content** | ≥ 98.5% |
| **Whiteness (CIE L*)** | ≥ 98.0% |
| **Tinting strength** | ≥ 2000 |
| **Oil Absorption (g/100g)** | ≤ 17 |
| **Volatile at 105 °C** | ≤ 0.5% |
| **pH Value** | 6.0 - 9.0 |
| **Matter insoluble in water** | ≤ 0.5 |
| **Surface treatment** | ZR AL Coating |