



DATA SHEETS

R-780



Titanium Dioxide

TIPAQUE[®] R-780

R-780 is a sulfate process titanium dioxide pigment post-treated with aluminum and silicon compounds. It is a medium particle size rutile grade with excellent hiding power and tinting strength especially in medium to high pigment volume concentration systems containing extenders.

■ Chemical and Physical Characteristics

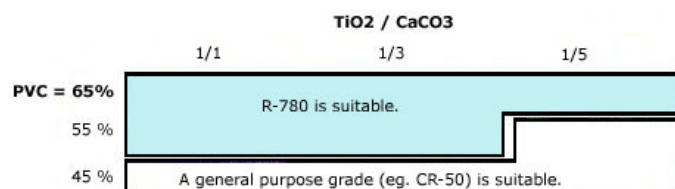
	R-780	CR-50
Particle Size (µm)	0.24	0.25
TiO ₂ (%) Minimum	88	95
Oil Absorption (g/100g)	33	18
Post-Treatment	Al, Si	Al
Specific Gravity	4.0	4.2

■ Film Properties

* Flat Emulsion Paint PVC=55% (Emulsion resin: polyvinyl acetate-acrylic co-polymer)

	TiO ₂ / CaCO ₃					
	1/1		1/3		1/5	
	R-780	CR-50	R-780	CR-50	R-780	CR-50
Hiding Power (Yb)	85.9	78.5	72.4	70.4	65.7	66.8
(Cr)	92.4	85.7	80.1	78.1	73.0	74.1
Tinting Strength (L)	59.9	55.2	59.2	58.1	59.4	59.5

* The recommended range for R-780 (Hiding Power and Tinting Strength)



■ Suggested Uses

- Flat Emulsion Paints
- Matt finish wall paints
- Gravure Inks

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