

## CASE Newsletter

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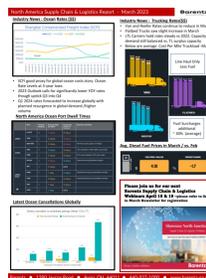
Greetings!

In this month's newsletter, we discuss market updates; **Vibrantz'** CHROMA-CHEM FLV: Bio-Based Colorants for Epoxy, Polyurethane, and Polyaspartic Coatings; and **Elementis'** NUOSPERSER® 3200, VOC-free humectant for aqueous pigment dispersions.

Also featured in this newsletter:

### [Download Supply Chain and Logistics Report](#)

The report provides current market cost and service performance information.



### [Download Monthly Commodities Report](#)

The report tracks select raw materials and currencies allowing you to gain a better understanding of some of the key cost drivers in our industry.



## Market Updates - by Todd Yonker, VP of Sales - Midwest

Paints, Coatings, and Adhesives are part of everyday life. Look around your home, your car, items in your garage. Paint and coatings are everywhere.

The performance demand of a coating is always changing based on application needs, service requirements, and increasing efforts to be environmentally and user friendly, and most importantly meeting sustainable requirements.

Waterborne coatings are one example of a compliant technology that has come a long way in the past 40 years. As a result, the global waterborne coatings market was nearly \$100B USD in 2022 and is forecast to grow to \$140B by 2030.

Many of us know the architectural paint market is a very large part of the waterborne coatings market. However, waterborne epoxies are expected to be the largest volume growth segment during the forecast period.

As a former epoxy coating chemist in the late 80's, the technology was predominantly based on 2K solvent born Bis A and Bis F epoxy chemistry. No doubt, these coatings are robust, highly chemical and corrosion resistant, and provide incredible mechanical properties. However, they can be challenging to apply and even more challenging to clean up after application. I looked at waterborne epoxies at the time and no way would they be able to replace the 'old school' 2K amine cured epoxy. However, a lot has improved in waterborne epoxy systems over the years.

Today the advancement in waterborne epoxy and curative chemistry have erased many of those earlier concerns surrounding waterborne epoxy coatings. New technology has significantly improved cure, service times, adhesion, corrosion prevention, and chemical resistance. While there are still extreme conditions where that 2K conventional solids epoxy system is the best choice, there are many applications where a waterborne epoxy coating



can get the job done.

By using a waterborne epoxy coating, you also get the added and important benefit of safety improvement. Reduction or elimination of volatile solvents makes these products safer to store, produce, and apply; and everybody in our business puts Safety as a number 1 priority. Finally when working with 2K waterborne epoxy coatings, you may see improvements in total applied cost as the cost of raw materials tied to petrochemicals can be volatile versus water, time to clean up and wear and tear on your application equipment can be improved, and less cost impact associated with the required proper storage and handling of flammable solvents.

Consider looking at a 2K Waterborne epoxy system in your next coating development project.

## CASE Product Spotlight

### CHROMA-CHEM FLV: Bio-Based Colorants for Epoxy, Polyurethane and Polyaspartic Coatings

With the FLV Series colorants **Vibrantz** has developed the next generation pigment dispersions based on a sustainable binder made from renewable sources. These colorants are formulated for use in all epoxy coatings as well as polyurethane and polyaspartic coatings for multiple substrates. The rheological profile of the FLV Series yields a product line with superior handling properties when compared to many other colorants based on 100% solids epoxy or polyol resins.

The FLV Series pigment dispersions consist of organic and inorganic pigments milled in a proprietary system and compatible with epoxy, polyaspartic, and polyurethanes. The binder is reactive in epoxy coatings and improves coatings properties such as early hardness and chemical, corrosion, impact and abrasion resistance.

- Low viscosity and machine dispensable
- Long term viscosity stability
- Non-yellowing with exceptional color control
- 100% solids bio-based thermoset binder
- Freeze / thaw resistant
- Standard palette of colors available in easy to use color packs

Typical applications include concrete protective industrial coatings and industrial coatings. Contact your Barentz Account Manager to learn how these revolutionary colorants can transform your coatings business at 440-937-1000, [marketing@barentz.us](mailto:marketing@barentz.us), or visit our [website](#).



### NUOSPERSE® 3200 - VOC-free humectant for aqueous pigment dispersions

The revolutionary chemists and engineers at **Elementis** have designed a unique hydrophobic humectant for use in waterborne, VOC compliant colorants and pigment dispersions. NUOSPERSE 3200 offers an environmentally friendly alternative to traditional organic co-solvents such as ethylene glycol or (poly) propylene glycol. NUOSPERSE 3200 prevents too rapid drying of pigment concentrates in production and tinting machines. It also stabilizes the viscosity of tinted paints and has negligible influence on the water resistance properties of paints.

- Open time extender in tinting machines
- Low VOC and free of organic solvents

- Hydrophobic – Excellent water / scrub resistance
- Reduces caking of colorants
- Stabilizes pigment dispersions
- APEO Free – Environmentally friendlier

Typical applications are low VOC colorants used in architectural, industrial, construction coatings as well as an adhesive and sealants. NUOSPERSE 3200 is suitable for both point of sale (POS) and in-plant colorant systems. If you have been looking a low VOC humectant that really delivers on its promise then your wait is over and call your Barentz Account Manager today at 440-937-1000 and start realizing the benefits of Nuosperse 3200 or visit our [website](#).



## 2023 Tradeshow Calendar

### European Coatings Show, March 28-30, 2023

The Barentz team is attending the European Coatings Show, In-Person! If you would like to make an appointment with a representative from Barentz, [please click here](#).

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- **European Coatings Show** - March 28-30, 2023 - Nuremberg, Germany
- **ASC Expo** - April 18, 2023 - New Orleans, LA
- **Eastern Coatings Show** - May 16-18, 2023 - Atlantic City, NJ
- **Sink or Swim** - June 6-7, 2023 - Cleveland, OH
- **CTT** - September 6-8, 2023 - Chicago, IL
- **CPI** - September 25-27, 2023 - San Antonio, TX
- **Western Coatings Show** - October 15-18, 2023 - Las Vegas, NV

## Meet Barentz

Watch this video to learn why Barentz is a world-class leader in the CASE industry.

Bring your challenges to us and see if we can truly find a better solution for you.

<https://www.youtube.com/watch?v=cr6ekasmbjg>

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## CASE



### Follow Barentz CASE & Plastics on LinkedIn!



**Follow us** on LinkedIn to learn more about our full portfolio of specialty chemicals for the coatings, adhesives, sealants, elastomers, and plastics markets.

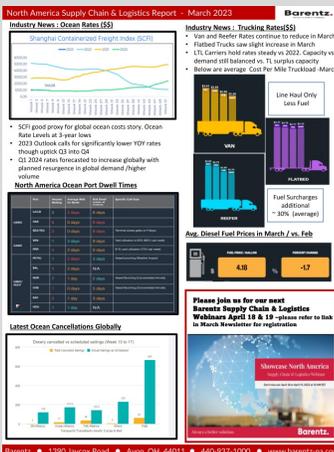
## CASE Resources



### CASE Product Guide

Our product guide of specialty chemicals for the coating, adhesive, sealant, and elastomer markets

[Download our CASE Product Guides](#)



### Supply Chain and Logistics Report

We are pleased to share attached Barentz Supply Chain and Logistics Report. The report provides current market information as well as Peak Season commentary. We hope you'll find the report a benefit to pulse the supply chain /logistics market for overall awareness.

[Download our Supply Chain Report](#)



## Commodities Report

The monthly Commodities Report tracks select raw materials and currencies allowing you to gain a better understanding of some of the key cost drivers in our industry.

[Download our current Commodities Report](#)



## Sustainability Report 2022

We're excited to announce we've released our Corporate Sustainability Report. ESG is a core part of who we are and what we do at Barentz. Our Sustainability Report highlights the activities we've completed globally during 2022 to improve our ESG performance.

[Download our Sustainability Report](#)

### FOLLOW US



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At Barentz we have a passion to deliver better life science ingredients and specialty chemical solutions to our customers around the world. Driven by the powerful blend of knowledge, entrepreneurship and partnership we anticipate and act on future challenges and developments.

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