

CONTINUA™ 8510P

Looking for a solution to make your Powder Coatings formulation sustainable?

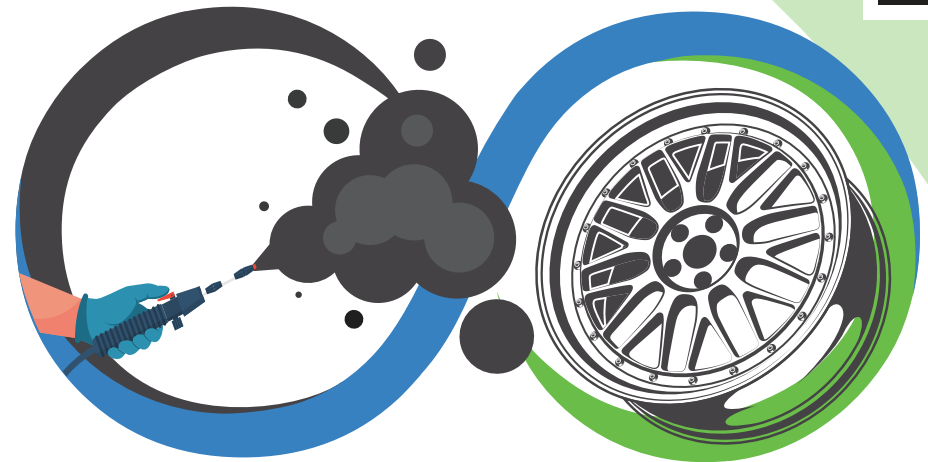
A preamble from Birla Carbon

About Powder Coatings

Powder coatings serve as an environmentally friendly alternative to liquid coatings with no VOCs, and very high application transfer efficiency. With a vast number of color possibilities, 18% of powder coating consumption remains black. As demand grows, so does the demand for sustainable raw materials. Heavily utilized in regions with environmentally conscious legislation and regulations, powder coatings serve as a great vehicle to drive sustainability.

Sustainable Solution for Black Powder Coatings

With the launch of Continua™ 8510P, Birla Carbon is providing customers a solution to take their circularity aspirations closer to reality. This will make a current environmentally friendly solution a far more sustainable one. Continua™ 8510P is a carbon-negative pigment, which will support you by lifting your footprint closer to carbon neutral products and add an element of sustainability to the powder coating market.



Continua™ Performance

Continua™ 8510P provides full shade color and tint capability for general-purpose powder coating applications. The production process produces a black pigment similar in optical properties to carbon black, including high opacity at low loadings. The particle morphology enables good flow and leveling when curing powder coatings, allowing for smooth surface finishes.

Color Performance

Continua™ 8510P delivers similar full shade performance to general purpose carbon black products. At equivalent pigment loadings, Continua™ 8510P produces a level of opacity and jetness comparable to Raven 410 powder, a traditional carbon black, with the added benefit of sustainability

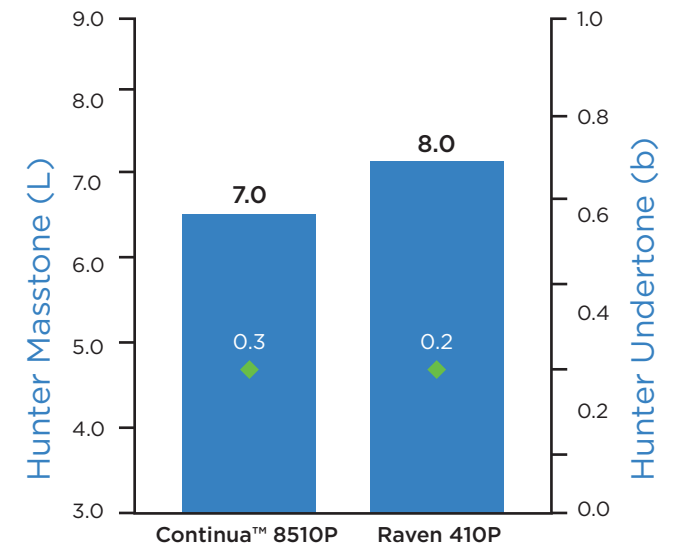


Figure: Polyester-TGIC Coating
Color Performance per ASTM D2244

CONTINUA™ 8510P



Coating Appearance-Orange Peel

The ability of a coating to flow and level during the melt phase of the curing process can affect the orange peel and the overall finish of the final coating. Powder coatings rely heavily on glass transition additives and pigment selection, to influence film properties due to the lack of a solvent present in the process. Coatings made with Continua™ 8510P deliver orange peel performance on par with traditional general-purpose black products.

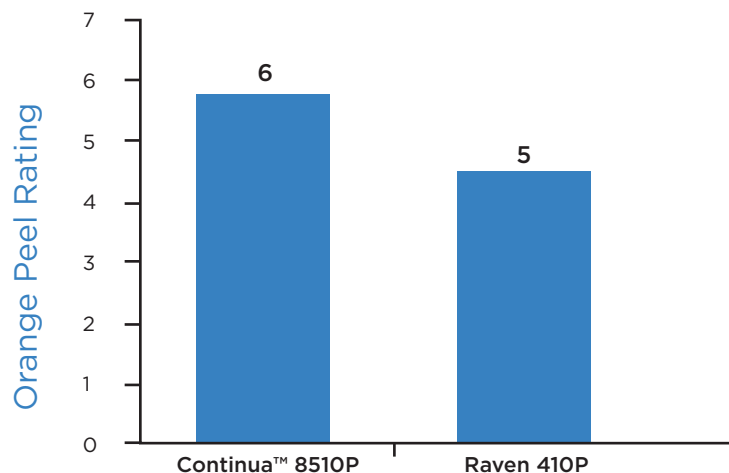


Figure: Polyester-TGIC Coating Orange Peel per ASTM D3451

Coating Appearance-Gloss Performance and Thermoset Curing

Gloss performance of powder coatings range from very high gloss to matt finishes and can be influenced by pigment selection and degree of cure. Continua™ 8510P can develop high gloss performance while exhibiting minimal impact on curing properties, evaluated via chemical resistance testing, as seen with traditional carbon blacks.

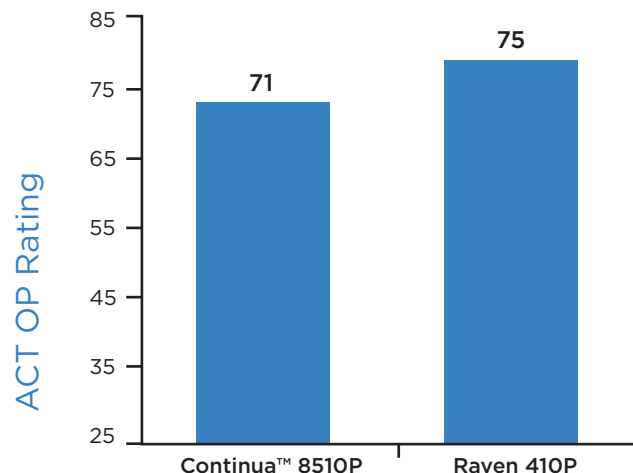


Figure: Polyester-TGIC Gloss Performance per ASTM D523

Chemical Resistance of PE-TGIC Coating via MEK Rub Test per ASTM D4752

Product	MEK Rubs
Raven 410P	> 50
Continua™ 8510P	> 50

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About Birla Carbon: Birla Carbon is a leading global supplier of carbon black. As one of the flagship businesses of the Indian multinational conglomerate, the Aditya Birla Group, Birla Carbon provides innovative sustainable carbon black solutions that enhance the performance of paints and coatings, inks and toners, plastics, adhesives, sealants, textile fibers, mechanical rubber goods, and tires. The company's footprint extends across 12 countries with 16 manufacturing facilities and two state-of-the-art technology centers in Marietta (USA) and Taloja (India), providing industry-leading innovation. Its Sustainable Operational Excellence (SOE) strategy focuses on employee safety, environmental stewardship, efficient use of carbon sources, and operating in a socially and ethically responsible manner. In 2020, Birla Carbon was awarded a Gold level rating for sustainable practices for the fifth consecutive year by EcoVadis. Birla Carbon's Purpose, Share the Strength, is about balanced and shared leadership, working at the product level to innovate cutting edge solutions, through collaboration with its people, customers and communities and backed by knowledge built over a century. For more information, visit birlacarbon.com, or follow us @BirlaCarbon on Twitter, LinkedIn, Facebook, or Instagram.

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