

# ChemBrief



**Southern Clay Products, Inc.** • 1212 Church Street • Gonzales, Texas 78629  
Tel: (830) 672-2891 • Fax: (830) 672-1903

## Permont® – the world’s only liquid rheological additive that improves hiding.

Architectural coatings manufacturers have seen profit margins squeezed by raw material costs. Additionally, they have recognized the fiscal attractiveness of increasing throughputs through decreased processing time. Permont® liquid smectite additives have been designed to dramatically impact both of these areas in the architectural coatings market.

Permont is the first liquid smectite additive for the water based architectural coatings market. Permont was discovered as a result of a patented combination of a novel milling technique and Southern Clay Products’ unique South Central Texas ore reserves. Permont’s unique attributes were developed by Southern Clay Products to answer the needs of the architectural coatings manufacturer.

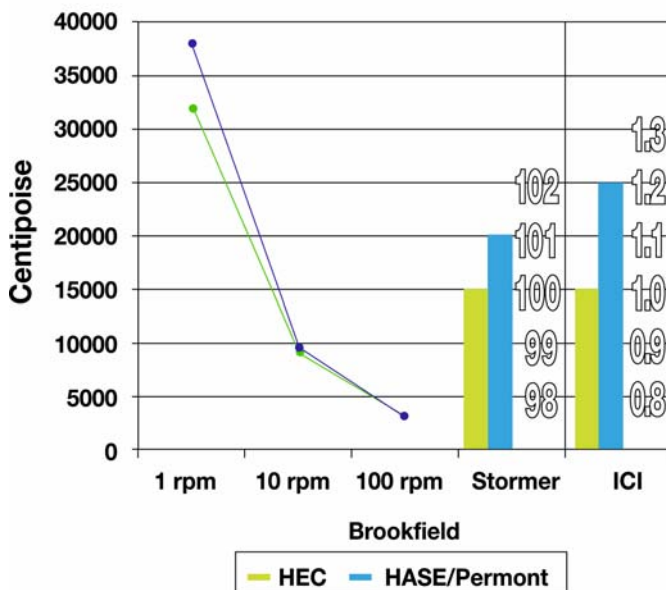
Permont’s submicron particles function not only as structuring agents to thicken your paint but they also function as pigment spacers. Permont containing paints have been formulated which improve applied contrast ratio as much as 6 units over the control.

**Southern Clay Products, Inc.**  
Gonzales, TX USA  
830-672-2891  
www.scprod.com

**Rockwood Clay Additives**  
Widnes, UK  
44-151-495-2222

**Rockwood Clay Additives**  
(Singapore)  
65-6532-0676

**Viscosities**



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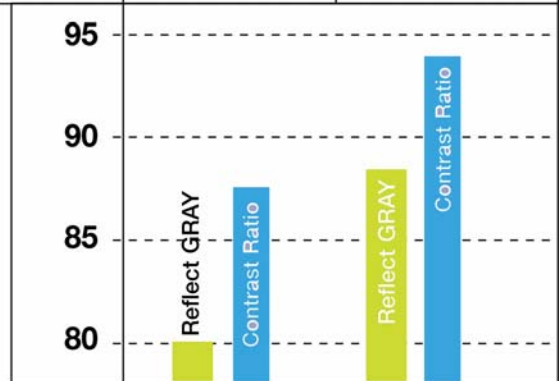
Paints formulated with Permونت exhibit excellent stability, spray application, control of syneresis and settling, and cost performance properties. Permونت can be added at any point in the manufacturing process and requires very little shear (although it is shear tolerant). Permونت requires no temperature activation or hydration prior to use.

In addition to reducing the need for titanium dioxide, Permونت can be used to reduce or eliminate hydroxy-ethylcellulose in most mid to high PVC water based architectural coatings. Using Permونت in combination with alkali swellable or urethane associative thickeners allows the coatings manufacturer to utilize a totally liquid rheology package. Used in combination with slurried pigments and extenders, this approach holds out the possibility of a totally liquid paint manufacturing scheme.

Permونت products are manufactured at Southern Clay Products' ISO 9001-certified Gonzales, Texas location in a state-of-the-art facility dedicated solely to the production of liquid smectite products. This manufacturing capacity consists of a totally automated, self-contained, slurry producing plant.

Southern Clay's commitment to bring smectite technology and functionality to the coatings industry is without parallel in the specialty chemicals industry. Our total focus on smectite technology differentiates us from simple clay suppliers. We employ not only the most highly qualified mineralogists and product development specialists but also acknowledged industry experts in the markets we serve. This expertise is available to all of our customers. Please call us and let us know how we may be of service to you with Permونت.

	Control	Permونت
Reflect GRAY	80.91	88.00
Reflect WHITE	92.58	93.75
Cont. Ratio	87.39%	93.86%



For more information on how Southern Clay Products can assist you, please contact us at (800) 324-2891 or visit us on the internet at [www.scprod.com](http://www.scprod.com).



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**ROCKWOOD**  
ADDITIVES

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