

ChemBrief



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Claytone® HY and Claytone® APA high performance organoclays for high performance systems

The task of developing appropriate rheological properties in the face of the demands of exotic solvent blends often presents formulators with a seemingly insurmountable obstacle. Traditional answers often times require a series of compromises in areas such as cost, incorporation, or performance of the product itself. Two products from Southern Clay Products of Gonzales, Texas answer the concerns of this dilemma. Claytone® APA and Claytone® HY self-activating organoclays present the formulator with a previously unattainable combination of utility and efficiency in the most challenging environments.

Claytone® HY and Claytone® APA efficiently deliver to the end user properties such as control over sag and vertical slump, elimination of settling, and superior homogeneity in formulated products. Both products deliver these attributes as a result of generating a

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Table 1

Property	Traditional Organoclay	Claytone HY	Claytone APA
Efficiency	Low to Medium	High	High
Use in High Polarity Systems?	No	Some	Yes
Use In Low & Medium Polarity Systems?	Yes	Yes	No
Activator Free	Some	Yes	Yes
Manufacturing Flexibility	Limited	High	High
Loading Levels	Medium to High	Low to Medium	Low to Medium
Global Availability	Some	Yes	Yes
Impact on Film Properties	Moderate to Severe	Minimal	Minimal

Characteristics of Southern Clay's Claytone HY and Claytone APA as compared to traditional organoclay.

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functionally desirable thixotropic rheological profile. Under conditions of low shear (while the product is at rest), Claytone® HY and Claytone® APA will increase in viscosity resulting in a product that remains stable. Under conditions of higher shear (such as mixing or application), the product will be thinner allowing it to flow, atomize, or otherwise apply more easily.

Claytone® HY is designed to offer the end-user the most universally applicable organoclay product available in the world. Whether you use a conventional or an activator free product, Claytone® HY can replace your current organoclays in virtually any solvent system imaginable.

Using this technological breakthrough, customers can often reduce the number of organoclay products on their plant floor from three or more down to a single product – Claytone® HY. Claytone® HY employs a unique combination of proprietary and patented processing techniques and surface treatments to deliver unsurpassed flexibility and ease of use to the market.

In circumstances where the customer employs large amounts of very high polarity, oxygenated solvents and requires the highest efficiency, Claytone® APA is the product of choice. As can be seen in Figure 1, in all but the most extreme polarity systems, Claytone® HY is the universal product. In very high polarity systems where the customer requires the absolute maximum efficiency, we offer Claytone® APA as the world's most effective product in these demanding environments.

Claytone® APA and Claytone® HY are examples of Southern Clay's commitment to deliver focused performance to its customers. People who use these products are assured the benefits of using the most highly engineered organoclays products available in the world today. These products are manufactured in Southern Clay's ISO 9001 certified manufacturing facility in Texas where they are supported by a team of dedicated developmental and research scientists and technicians. Claytone® APA and Claytone® HY are available worldwide from our global sales and distribution network. Please call us and let us know how we may be of service to you with these unique products.

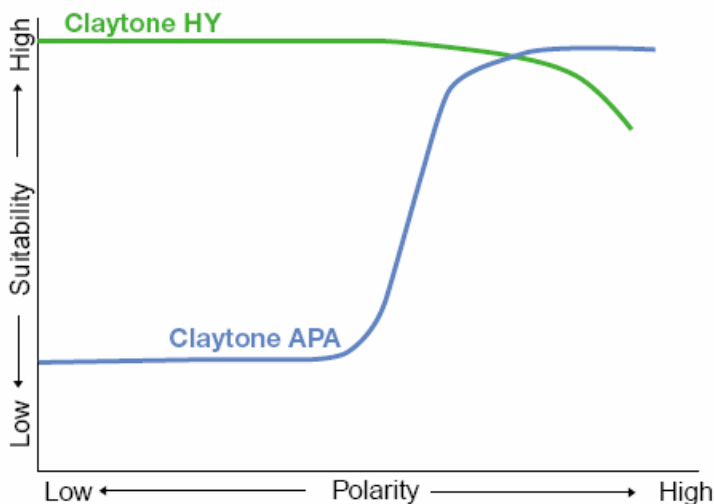


Figure 1

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.



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