

A New Era in Superwetters for Waterborne and UV- Curable Coatings and Inks

TUESDAY, FEBRUARY 28 | 2PM EST

The growth in waterborne and radiation-cured coatings and inks far exceeds that of their solventborne equivalents today. The need for lower-VOC, "greener" materials and reduced economics (inventory reduction and faster production speeds) all contribute to this growth, and this in turn increases the need for superwetters. Nexeo Solutions is proud to sponsor this webinar in which Dow Corning will explain how a new family of superwetters will provide good substrate wetting consistently over a wide range of formulations, pH levels and substrates. Dow Corning will demonstrate how these unique silicone polyether copolymer superwetters perform in comparison to commercially available surfactants in the market to bring good performance in a cost effective way.

- Understand how the chemistry of surfactants can influence their performance in your coatings, paints and inks
- Learn how these superwetters compare in price and performance to commercially available surfactants on the market today
- Seeing is believing! See how these materials work in real-life application examples



SPEAKER

Victoria James
Global Coatings Application Leader
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MODERATOR

Kristin Johansson
Editor
PCI Magazine

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