



HITOX[®]

The Unique Color Pigment

TiO₂ does not have to be pure white - or expensive

HITOX[®] (high grade titanium dioxide) is a high quality, cost-effective beige colored Rutile titanium dioxide pigment designed for use in Non-White paints, coatings, plastics and many other products. In products which require opacity and color, HITOX[®] can reduce the amount of expensive color pigments used as well as partially replace some of the white TiO₂. Depending on the finished colored desired, HITOX[®] can replace from 15 to 100 percent of the white TiO₂ and may also allow the reduction of phthalo blues and greens, hansa yellows, organic oranges, and other color pigments achieving considerable savings. HITOX[®] is chemically inert and is approved by NSF and FDA.

HITOX TiO₂ offers a two-fold cost savings by: first, substituting or partially replacing the expensive standard white TiO₂ and secondly, often more significantly, the reduction of the more expensive colored pigments (organic and inorganic colored pigments).

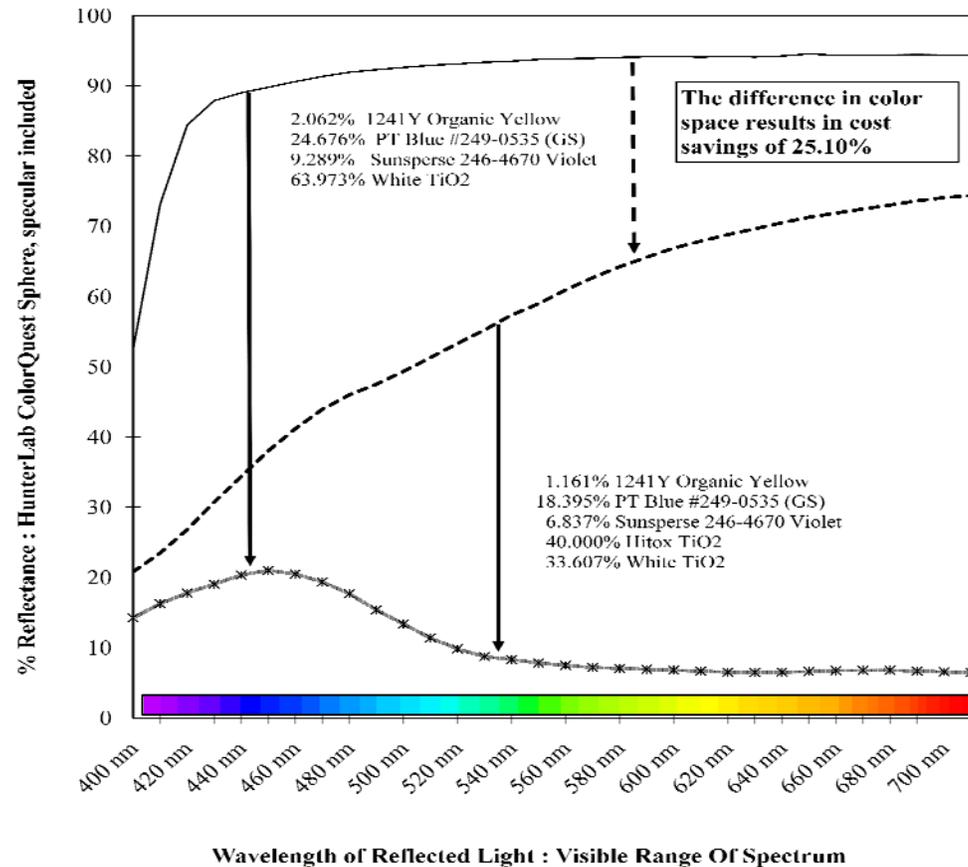
The graph *HITOX[®] Saves Money* demonstrates the two fold cost savings achieved by incorporating HITOX TiO₂ in a blue coating system. Due to HITOX's unique special reflectance and absorbance in the visible spectrum of light (400-700 nanometers), you do not have to travel as much of the distance in the color space to achieve the blue color match as a formulation containing only white TiO₂. By not having to overcome all of the whiteness of standard white TiO₂ and incorporating 40% HITOX it is possible to reduce the percentage in your expensive inorganic/organic colorants while still maintaining the same color and opacity.

HITOX[®] TiO₂ vs White TiO₂ in colored products

HITOX [®] TiO ₂	White TiO ₂
<ul style="list-style-type: none">• In colored products, offers comparable performance characteristics to white TiO₂: opacity, consistency and color quality• Lower cost, 95% rutile TiO₂• Light buff color allows reduction of expensive tinting pigments• Reduction of expensive pigments provides greater cost effectiveness	<ul style="list-style-type: none">• Standard pigment for use in white products• Expensive prime pigment• In colors, resulting whiteness must be "overcome" by tinting with expensive additional pigments• Additional pigments add cost to finished product

HITOX[®] Saves Money

COST SAVINGS OF HITOX IN BLUE PAINT



---x--- "TARGET" Color in Blue Paint - - - 100% HITOX Color Pigment — 100% WHITE Color Pigment