



HITOX[®]

The Unique Color Pigment

TiO₂ does not have to be pure white - or expensive

HITOX[®] (**hi**gh grade **t**itanium di**ox**ide) is a high quality, cost-effective beige colored Rutile titanium dioxide pigment designed for use in Non-White paints, coating and plastics. It is chemically inert and is approved by both NSF and FDA.

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

The graph **HITOX[®] Saves Money** demonstrates 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), the distance in the color space to achieve the blue color match in formulation is less than that containing only white TiO₂. By incorporating HITOX, it is possible to reduce expensive inorganic/organic colorants while still maintaining the same color and opacity.

HITOX[®] TiO₂ vs White TiO₂ in colored products

HITOX[®] TiO₂

- Offers comparable performance characteristics to white TiO₂: opacity, color quality and consistency
- Lower cost, 95% rutile TiO₂
- Light buff color allows reduction of expensive tinting pigments, saving \$\$

White TiO₂

- In colors, resulting whiteness must be "overcome" by tinting with expensive color pigments
- Standard pigment for use in white products
- Expensive prime pigment

HITOX[®] Saves Money

Cost Savings of Hitox TiO₂ in Green Paint - RAL6026

