



HITOX[®]

The Unique Color Pigment

TiO₂ does not have to be pure white - or expensive

HITOX[®] (**h**igh grade **t**itanium **d**ioxide) 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 green 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 green 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 [®] TiO ₂ | White TiO ₂ |
|--|---|
| <ul style="list-style-type: none">• 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 \$\$ | <ul style="list-style-type: none">• 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

