



# Trusted Mineral Solutions



U.S. Silica's portfolio of functional fillers and pigments maximizes the value of your coatings formulations

# EverWhite<sup>®</sup> Pigment

## Premium engineered white pigment

U.S. Silica's latest breakthrough product, EverWhite Pigment (EWP), is a highly refined silica-based mineral used to partially replace other inorganic white pigments like titanium dioxide. This premium engineered high-white pigment has a durability equal to other specialty minerals like white quartz and titanium dioxide-based pigments.

Supply chains can gain a strategic sourcing advantage with EWP being domestically sourced. Minerals that are sourced overseas have had significant supply chain issues in recent years, creating uncertainty and a dramatic shift in pricing. Recent pricing volatility in the titanium dioxide market saw price increases of 20-40% in one year.

Innovative companies that utilize new white pigments to reduce titanium dioxide in their product formulations can see a significant cost benefit. Substituting 10% to 25% can lead to hundreds of thousands of savings.

### CHARACTERISTICS OF EVERWHITE<sup>®</sup> PIGMENT

| Typical Particle Size ( <i>Laser Diffraction</i> ) |      | Typical Measured Properties |       |
|--|------|-----------------------------|-------|
| D-90 (µm)  | 5.8  | Hunter L                    | >98.0 |
| D-50 (µm)  | 2.4  | a                           | 0.7   |
| D-10 (µm)  | 1.3  | b                           | 1.0   |
| General Properties                                 |      |                             |       |
| Mohs Hardness                                      | 6-7  | Refractive Index            | 1.49  |
| pH   | 9-10 | Specific Gravity            | 2.33  |

### Advantages of EverWhite Pigment for cool roof applications

- Hardness and durability that matches TiO<sub>2</sub>
- Consistent color formula for your product
- Premium bright white
- More efficient solar performance
- Increased thermal properties
- Improved energy retention
- Domestically sourced



# Celatom<sup>®</sup>

## The perfect flattening agent and extender

Our fillers have been proven effective for many years in paint, stucco and coatings applications. These unique products, made from trillions of microscopic diatom fossils, make Celatom one of the world's finest paint pigment extenders and flattening agents.

Celatom fine fillers are produced from the purest fresh water diatomaceous earth. Its complex, reticular structure and consistent particle size and morphology make it an ideal flattening agent and extender. Celatom DE is an easy, efficient and economical way to improve the consistency of paints and coatings.

Celatom effectively alters gloss and sheen, extends primary pigments, adds bulk and strength, controls permeability and enhances coating adhesion. It affords the flexibility to do more than paint chemists ever thought possible.

The intricate structure of the microscopic diatoms protrudes from the coating surface to diffuse light and promote a uniform sheen. By mixing different grades and quantities, the paint's luster can be uniformly and reliably controlled to any degree, from semigloss to flat.

| Flux-Calcined DE Grades                |           |       |       |       |      |
|--|-----------|-------|-------|-------|------|
| Grade Name                             | CelaBrite | MW-25 | MW-27 | MW-31 |      |
| Particle Size Distribution             | D10 (µm)  | 6     | 6.5   | 6     | 6    |
|  | D50 (µm)  | 10.9  | 12.6  | 14.9  | 15.4 |
|  | D90 (µm)  | 17    | 22    | 33    | 38   |
| +325 Mesh %                            | 0         | 0.1   | 0.9   | 4     |      |
| Hegman                                 | 4         | 3.5   | 1     | 1     |      |
| GCOA (%)                               | 120       | 120   | 135   | 145   |      |
| BET Surface Area (m <sup>2</sup> /g)   | 2-4       | 2-4   | 2-4   | 2-4   |      |
| Brightness (Y)                         | 93        | 93    | 93    | 93    |      |
| Wet Bulk Density (lb/ft <sup>3</sup> ) | 25        | 25    | 24    | 24    |      |
| Color                                  | L*        | 97.4  | 97.4  | 97.4  | 97.4 |
|  | a*        | -0.2  | -0.2  | -0.2  | -0.2 |
|  | b*        | 1.5   | 1.5   | 1.5   | 1.5  |



The diatoms in Celatom fine fillers contain about 85% void space, which increases the permeability of the paint film. Increased permeability allows the paint vehicle to rapidly volatilize so the paint dries quickly and uniformly. This produces a more durable coating with reduced blistering and peeling. Besides providing sheen control, Celatom fillers also increase coating durability and toughness.

Other advantages include:

- Improved sanding properties
- Better touch-up properties
- Increased night reflectivity in traffic paints
- Mechanical tooth for improved adhesion of subsequent coats

Time tested. Future focused.

A global performance materials company, U.S. Silica has been leading the industrial silica and minerals industry for more than 100 years. We are resilient, reliable and responsive.

For more information, please contact:

[info@ussilica.com](mailto:info@ussilica.com)

[www.ussilica.com](http://www.ussilica.com)

800.243.7500

24275 Katy Freeway, Ste. 600

Katy, Texas 77494

### Contact us

[pigments@profiltra.com](mailto:pigments@profiltra.com)

 **Profiltra Netherlands**  
Meerpaalweg 4  
1332 BB Almere  
The Netherlands  
 +31 (0)36 54 953 01

 **Profiltra China**  
Fengji Avenue No.15  
Yuhua District  
Nanjing, China  
 +86 181 1880 8118



[profiltra.com](http://profiltra.com)