

Pigments & Fillers Selection for Optimal Performance & Cost

A 90 min online short course
by Jochum Beetsma



[Check more details & register](#)

Pigments & fillers play a key role in paints and inks. It goes far beyond color for pigments and cost for fillers... They can help improve key film properties (adhesion, barrier properties, flexibility, mechanical strength, sandability, scratch resistance...) and lower VOCs.

Cost effectively improve scratch resistance, adhesion, barrier properties... at lower VOCs & shorten your development time by methodically selecting your pigments & fillers.

Jochum Beetsma will discuss easy steps to **speed-up your selection based on a better use of TDS info** (shape, Critical PVC, Moh hardness, oil adsorption value...)

Why you should attend:

- 1. Predict the effect** of pigments & fillers on your formulations by simply using their characteristics described in TDS (shape, hardness, critical PVC, oil adsorption...)
- 2. Reduce system costs, lower VOC, improve adhesion...** by exploiting pigments & fillers at their full potential in your coatings & inks
- 3. Troubleshoot faster** by having sufficient knowledge on your materials to understand what is happening & how to fix it



Who is it for?

- **Formulators** of coatings, inks and pigment concentrates
- **Suppliers** of pigments, additives and fillers for coatings and inks

Outline

Principles and phenomena, being associated with production, stability, application and lifetime of coatings and inks will be discussed in this online course. Jochum Beetsma will tackle typical behaviour of liquid systems like dispersion, stability and rheology. We will see how solid raw materials, being pigments and fillers, influence virtually all system properties.

Summary of the topics as included in the e-Training Course:

- **Properties of liquid systems:** rheology, solids content, VOC, colloidal stability, sedimentation and wear of equipment.
- **Properties of films:** adhesion, flexibility, permeability, corrosion resistance, hardness, abrasion resistance, sandability, chemical resistance, hiding power and colour strength.
- **Key properties of solid raw materials:** particle size, particle shape, specific surface area, oil adsorption value, Critical Pigment Volume Concentration, Moh hardness, surface composition, post-treatment, pH, density and fastness.
- **Link between properties of solid raw materials and properties of complete systems and films** resulting from those systems.

Presented by Jochum Beetsma



Jochum Beetsma graduated in physical chemistry from the *University of Groningen*. He has worked at *Sigma Coatings* the development of Industrial Coatings and at *DSM Coating Resins* on Alkyd Emulsions, Powder Coatings and High Solids.

Since 2004 Jochum is independent advisor within *Meritus Groep*. In his work he tries to find the optimal combination of applying knowledge in a clever way and trial-and-error approach in order to understand and improve properties of coatings. In 1991 Jochum was co-initiator of the post-graduate Coating Technology training program (in cooperation with, among others, Technical University of Eindhoven, Akzo Nobel, Fast and Sigma Coatings) and now he is a coordinator of, and lecturer within, that training program. Additionally, he is lecturer of Paint Technology Courses for *Reed Elsevier* and member of the SpecialChem Expert Team.

Jochum executes in-house training programs for companies in coating and ink industry and he is active as interim project manager specialized in new product development in chemical industries. The objectives of his principals are: solve problems, implement innovations and introduce new raw materials, chemistries and technologies in their industries.

At the end of the training there will be a **Q&A Session** where you can pose questions to Jochum Beetsma.

A transcript of all the questions and answers will be made available after the event.



Past attendees feedback

Content: ★★★★★

Technical Level: ★★★★★

Speaker: ★★★★★

(68 evaluations)

Slides and presenter worked together to be very informative. Was good at explaining technical information.

Patrick G. , from Andersen Corporation

It provided great insights on the topic.

Juliana F. , from Avon Products, Inc.

An excellent course! I found the information I need about how particle size and properties affect the viscosity and the way the film is formed.

Diane D. , from iimak

Very good! Jochum explained things based on practical application in formulation.

Minedys M. , from Hewlett-Packard

Very good explanation of the properties of particles and how to use those informations.

Joel R. , from Folien Fischer AG

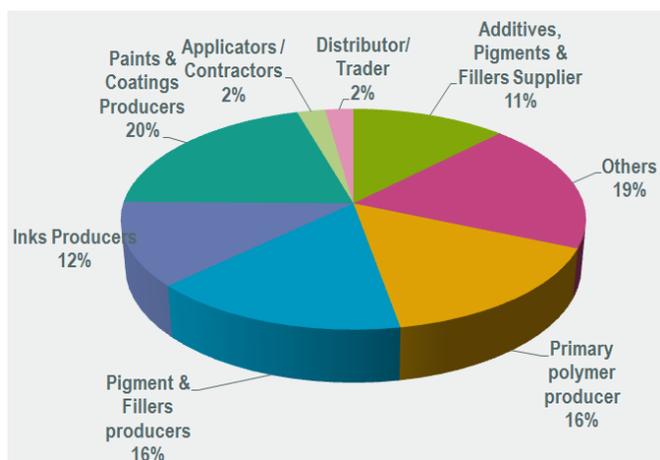
A very good overview of pigments & fillers characteristics and many useful hints and facts.

Ann-Charlotte H. , from Engvall o. Claesson AB

Good to hear about different approaches to solving formulation problems.

Mirceta E. , from Lorama Inc

Past attendees profile



- R&D - Applied/ Formulation/ Product development :67%
- R&D - Basic Research:11%
- Technical Service/ Customer Assistance:7%
- Marketing / Sales:6%
- Corporate Management: 2%
- Product Design / Engineering : 2%

Agfa-Gevaert, Air Products , Akzo Nobel E, Amazon Colours, aoc colorants division, Applechem Inc, Aquaspersions (M) Sdn Bhd, Aristech Acrylics LLC, ARKEMA, BASF SE...



Next session: Tue. June 28, 2016 at 10 a.m. ET / 4 p.m. CET - [Your local time](#)

Fee:

	Regular Access	Group / Multi Access
Number of attendees	Up to 3 attendees	Up to 10 attendees
Number of connections (1 Internet Access + 1 phone line)	1 connection	Up to 3 connections
Fee (Currency Converter)	€ 320	€ 640

SpecialChem is not accountable for users' costs linked to participating in the Online Course, including but not limited to the phone and Internet connection fees. We provide local phone numbers when possible.

Your registration includes:

- **Pdf slides** at least 24h before the live session
- **1h online short course** by an independent expert
- Live interaction with the expert during the **30-minute Q&A session**
- **Q&A Transcript** when you submit your feedback on the course
- **Expert contact details** to further discuss your projects

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