Paints With Higher Hiding Performance Deliver Reductions In Environmental Footprint

Create higher performing, more sustainable products with reduced environmental footprint using Ti-Pure® Select TS-6300

We use Life Cycle Assessment (LCA) as defined in ISO 14040 & 14044 to evaluate the environmental footprint* of our products in paint formulations along the entire value chain.

1. Energy & Raw Materials
2. TiO2 Pigment Production
3. Paint Manufacture
4. Paint Application
5. Building Maintenance
6. Building End of Life

Cradle-to-Gate footprint, for a can of paint
Cradle-to-Grave footprint, for a painted surface over a given amount of time

Ti-Pure® One Coat™

Two paints were created, tested and compared using styrene acrylic resin**:

Paint made with typical multi-purpose TiO2
Paint made with TS-6300 at Equal TiO2 Loading

The paint formulated with TS-6300 showed a 28% improvement in hiding power as compared to the paint using universal TiO2.

Paints utilizing Ti-Pure® Select TS-6300 deliver uncompromised quality, better coverage, and reduced environmental footprints.

Relative Cradle-to-Grave Carbon Footprint of the Paint

Universal
TS-6300

% of Carbon Footprint
6.4 m²/litre spread rate
8.2 m²/litre spread rate

The TS-6300 formulation also showed improvements in a broader range of cradle-to-grave environmental footprints.

Potential Footprint Reductions: Paint with TS-6300

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Global Warming (Carbon Footprint) 22%
Ozone Layer Depletion 22%
Ground Level Ozone 22%
Acidification 22%
Eutrophication 22%
Non Renewable Energy 22%

* DEKRA validated the conformance of our TS-6300 LCA with the ISO standards. DEKRA is an independent international expert organization and a provider of LCA verification services; www.dekra.com

** DuPont laboratory testing performed using industry hiding power measurement techniques and utilizing Spread Rate Calculator to quantify hiding power.

Relative LCA* Results (per sq meter of coverage)

Global Warming (Carbon Footprint) 22%
Ozone Layer Depletion 22%
Ground Level Ozone 22%
Acidification 22%
Eutrophication 22%
Non Renewable Energy 22%