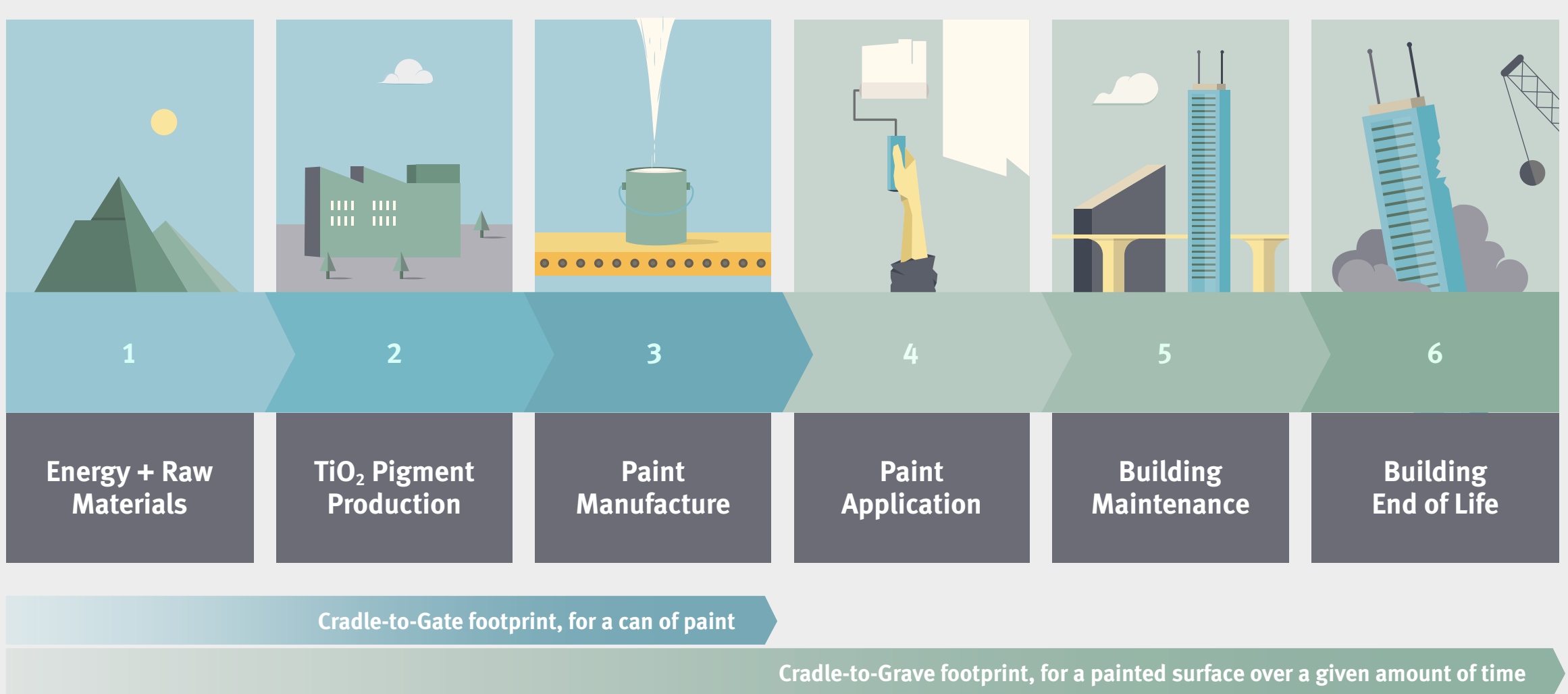


Paints With Higher Hiding Performance Deliver Reductions In Environmental Footprint

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*



Paints With Better Hiding Performance

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

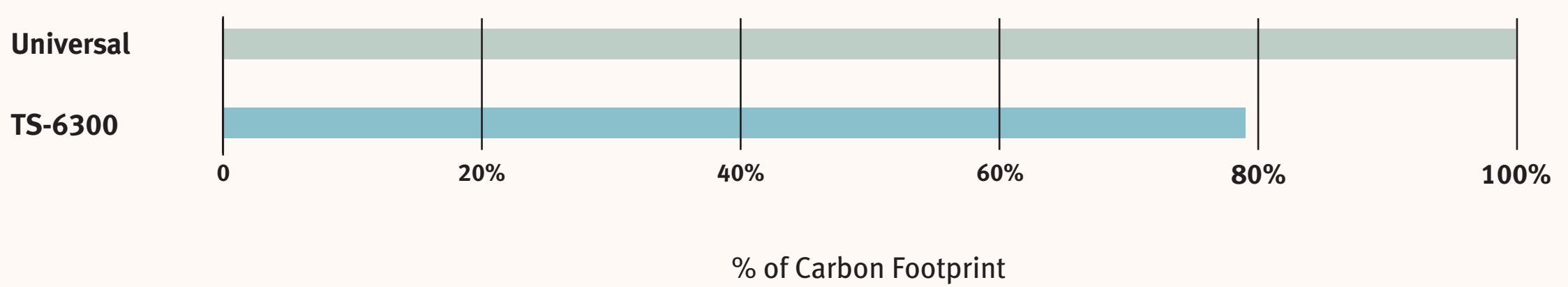
The paint formulated with TS-6300 showed a **28% improvement in hiding power** as compared to the paint using universal TiO₂

Universal
6.4 m²/litre spread rate

TS-6300
8.2 m²/litre spread rate

With more coverage per litre, the cradle-to-grave carbon footprint of the paint shrinks by 22%

Relative Cradle-to-Grave Carbon Footprint of the Paint



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

Relative LCA* Results (per sq meter of coverage)	Potential Footprint Reductions: Paint with TS-6300
Global Warming (Carbon Footprint)	22%
Ozone Layer Depletion	22%
Ground Level Ozone	22%
Acidification	22%
Eutrophication	22%
Non Renewable Energy	22%

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

* 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.