Ti-Pure™ TS-1510 is a highly efficient rutile TiO₂ pigment that sets a new standard of processing efficiency in plastics applications, including polyolefin masterbatch.

This grade is so efficient, the enhanced processing performance unlocks an up to 6% lower net carbon footprint from the advanced pigment manufacturing process through masterbatch production when compared to traditional TiO₂ pigments, while improving profits.

Multifaceted Benefits to Masterbatchers:

1. **Up to 12.5% processing energy reduction**
   Provides cost savings through efficiencies in processing, enabling less energy use

2. **Smaller package = Savings**
   50% reduction in package height lowers storage space and warehouse cost

3. **Recyclable Packaging**
   Packaging designed for ease of recycling and reduced material usage

4. **Enhanced handling through low dusting reduces potential for contamination**
   Leads to cleaner production areas, minimizes pigment loss, and reduces dust collection system maintenance

5. **Increased flowability**
   Drives cost savings through efficiencies in energy and labor

6. **Superior pigment properties**
   Drive easier and more complete unloading with faster feed rates

7. **Improved line productivity**
   Provides up to a 30% increase in compounding, allowing for asset flexibility for increase production and sales or capital avoidance

Committed to Sustainability

The new level of processing efficiency realized by Ti-Pure™ TS-1510 will help direct and downstream customers reduce their environmental footprints individually and improve sustainability for our industry. This grade is included in our Ti-Pure™ Sustainability (TS) series, having received the Resource Efficiency and Climate Impact product sustainability designations.

To learn more about our sustainability commitments and sustainable offerings, visit tipure.com/sustainability