Ti-Pure™ R-741 titanium dioxide is a flat-grade slurry designed to offer maximum hiding and tint strength in high-PVC architectural coatings. Ti-Pure™ R-741 uses a unique dispersant package to provide the best compatibility with modern coatings. Furthermore, Ti-Pure™ R-741 manufacture uses novel process conditions and equipment to enhance hiding and tint strength capability.
**Superior Tint Strength and Hiding Power**

Ti-Pure® R-741 is designed to optimize the tint strength performance in high-PVC coatings. Figure 1 illustrates the relative tint strength of several architectural paints made with Ti-Pure® R-741 versus Ti-Pure® R-941 and other commercially available flat-grade slurries. Figure 1 shows its relative tint strength advantage in multiple paint formulas. Ti-Pure® R-741 typically shows a 4–16% advantage over other flat-grade slurries.

Ti-Pure® R-741 also produces improved hiding power versus other flat-grade slurries. Figure 2 shows the relative hiding power of several architectural paints. Ti-Pure® R-741 produces between 2 and 6% advantage in several representative coatings.

The TiO₂ in Competitive Sample A, as seen in Figure 3, is 10% less efficient in providing tint strength versus Ti-Pure® R-741. The paint producer can either save 10% on TiO₂ raw material cost or improve their film formation properties.

---

**Figure 1:** Relative Tint Strength of Flat-Grade Slurries in Several Architectural Paints

**Figure 2:** Relative Hide of Flat-Grade Slurries in Several Architectural Paints

**Figure 3:** High Quality Commercial Paint Equal TiO₂ Loading

---

For more information, visit [www.titanium.chemours.com](http://www.titanium.chemours.com)

---

© 2018 The Chemours Company FC, LLC. Ti-Pure® and any associated logos are trademarks or copyrights of The Chemours Company FC, LLC. Chemours® and the Chemours Logo are trademarks of The Chemours Company.

Replaces: K-07643
C-10415 (1/18)