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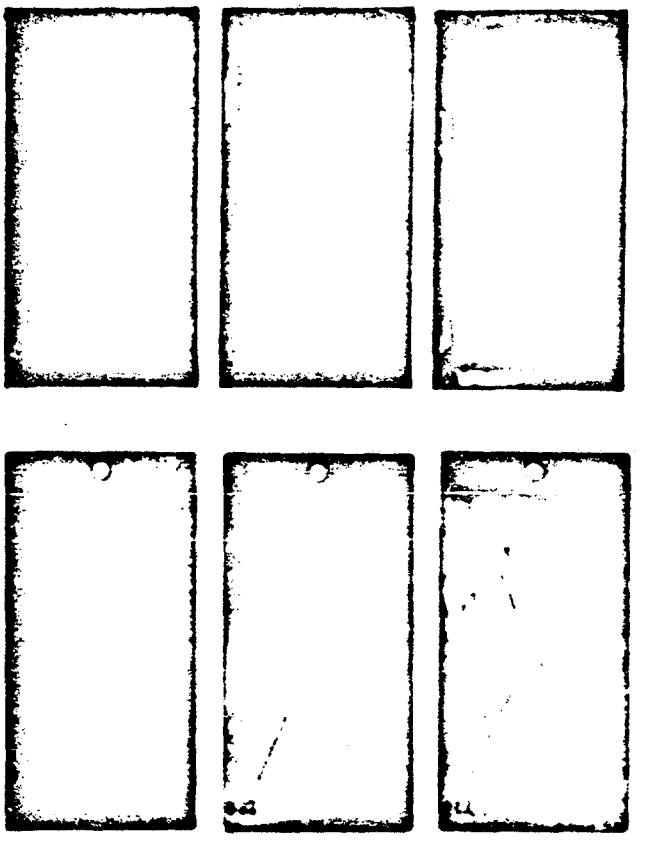
Lead Pigments NEWSLETTER NO. 6



Combined by Lead:

Higher Corrosion-Resistance and Efficiencies of Water-Based Dip Primers

Production line economies and speed—and of course the maximizing of fire hazards—all inherent in dip priming with water-based metal primers—can now be fully realized along with a big "plus" in end-use satisfaction: superior resistance to corrosion. Key to the improvement is the use of lead pigments in the formulations.

Shown here are results of tests to determine the relative corrosion-resistance of lead-containing paints as compared with other formulations, each of which includes a different pigment in the formulation. All panels were applied at equal film thickness on clean, bonderized auto body steel test panels.

Left panel in top row was primed with an experimental auto body primer based on a water reducible modified latex vehicle pigmented with lead. Comparison panels in center and at right were of the same basic formulation except that the lead part of the pigment was replaced with other metals. All panels were exposed to a 5% salt spray for 250 hours. Coatings were then stripped off (as shown in the bottom row of illustrations, with test panels in same sequence).

Note amount of rust stain on each of the three painted panels—and the extent of corrosion evident after paint was removed from each. The left hand set of photos clearly indicates the superior resistance to corrosion of the lead-pigmented water-based dip primer.

Investigate lead compounds for anti-corrosion performance with your water-based dip primers. Write Lead Pigments Technical Committee, Lead Industries Association, Inc., Department K-11, 292 Madison Avenue, New York 17, New York.

LEAD INDUSTRIES ASSOCIATION, INC.
292 Madison Avenue, New York 17, New York

Look Ahead with Lead

This advertisement is appearing in:
American Paint Journal—December 24, 1962
Official Digest—January, 1963
Paint & Varnish Production—January, 1963

N 3924