

TITANOX-C

CUTS YOUR PAINT MANUFACTURING COSTS

• More than ever before paint manufacturers are closely studying the cost of raw materials and manufacturing operations. And the closer they study the more general the acceptance of Titanox-C (Titanium Calcium Pigment).

Users appreciate that Titanox-C saves grinding time. Because of its remarkable dispersive properties, it shortens manufacturing operations. In many instances grinding has been entirely eliminated by using Titanox-C.

With Titanox-C, manufacturers can develop interior paints which meet every desirable requirement—workability, consistency, levelling, drying, control of sheen, suspension, high non-volatile content, resistance to after-yellowing, high light-reflective value, opacity and clear color tones.

You will find our experienced technical staff ready to assist in adapting Titanox-C to your present formulae.



TITANIUM PIGMENT COMPANY, INC.

Manufacturers of TITANOX-B (Titanium Barium Pigment)
TITANOX-C (Titanium Calcium Pigment) TITANOX-A (Titanium Dioxide)
111 Broadway, New York, N. Y.; Carondelet Station, St. Louis, Mo.; Spotswood, N. J.; National Lead Company (Pacific Coast Branch), 2240 24th Street, San Francisco, Calif.; Canadian Distributors: Wilson, Paterson, Gifford, Ltd., 101 Murray St., Montreal—132 St. Helen's Ave., Toronto.

WHITER PAINTS AT LOWER COST
WITH

TITANOX-C

• Here is a pigment that keeps forging ahead in favor with leading paint manufacturers. It offers greater hiding power value than any other white pigment available to the paint grinder.

Scores of manufacturers are formulating with Titanox-C (Titanium Calcium Pigment) because it not only gives greater hiding power at less cost, but because it also offers a wide range of other desirable properties that combine to produce vastly improved results.

Among these advantages are fine particle size; ready dispersibility; chemical inertness which makes it non-reactive with other pigments and vehicles; freedom from livering; high resistance to acid fumes and noxious gases; brilliant clearness when used as a tinting base.

Our technical staff will be glad to cooperate in adapting this economical pigment to your formulae. For detailed information and prices communicate with any of the offices listed below.

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