

PAINT | INK | COATINGS

NeoGen MX

APPLICATIONS

- Water-borne interior and exterior eggshell flat paints
- Solvent-borne interior and exterior eggshell or flat paints



NeoGen MX is a structured calcined kaolin designed to optimize optical performance in matte or low sheen trade and DIY paint applications.

NeoGen MX FEATURES

- High brightness
- Irregular particle shape and particle size distribution

NeoGen MX BENEFITS

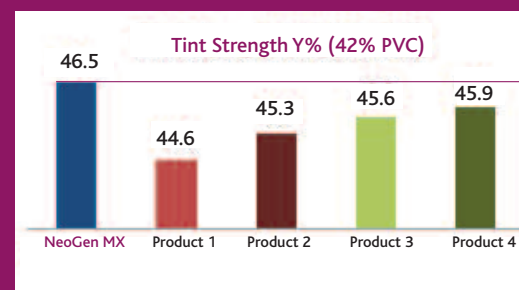
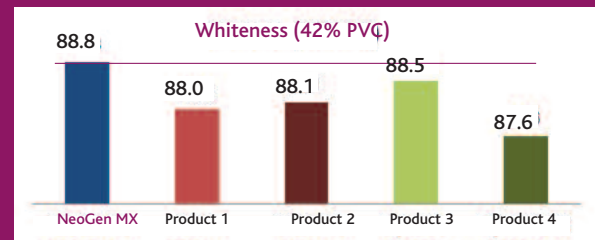
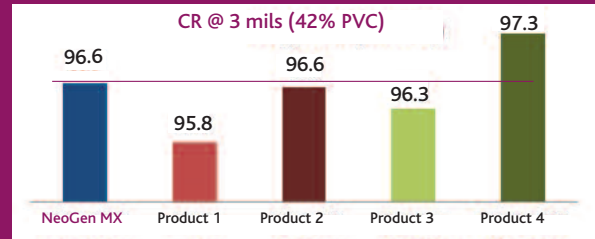
- 5-10% better TiO_2 extension capability at equivalent gloss/sheen performance in DIY flat paint at 35 to 55 PVC
- Improved tint strength
- High whiteness
- Excellent touch-up performance

NeoGen MX FORMULATION GUIDE

- Directly replace incumbent engineered calcined kaolin with an equivalent quantity of NeoGen MX

NEOGEN MX TYPICAL APPLICATIONS

- Water-borne interior and exterior eggshell flat paints
- Solvent-borne interior and exterior eggshell or flat paints



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