

GREEN AS WHITE CAN BE



## NEOGEN™ MX

### APPLICATIONS

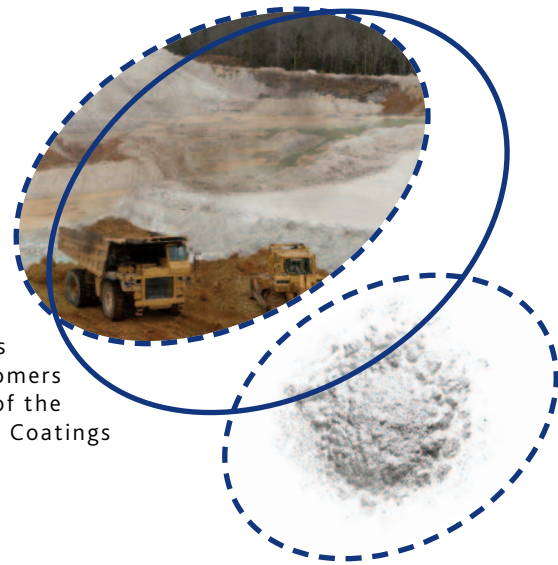
- Water borne interior and exterior eggshell flat paints
- Solvent borne interior and exterior eggshell or flat paints

[www.imerys-kaolin.com](http://www.imerys-kaolin.com)

## ABOUT IMERYS KAOLIN

We are a division of Imerys, a world leader of kaolins located in middle Georgia for over a hundred years.

Our Kaolins are processed, refined and engineered to complement our customer's production processes, improving the quality and raising the performance of customers products. Imerys Kaolin offers Tailor-made solutions based on a understanding of the manufacturing process, production and business constraints of the Paint, Ink and Coatings industry.



## 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

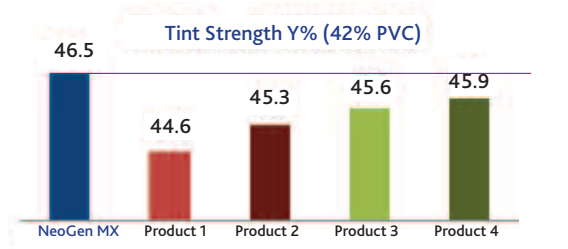
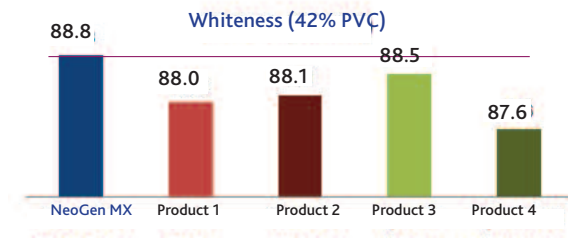
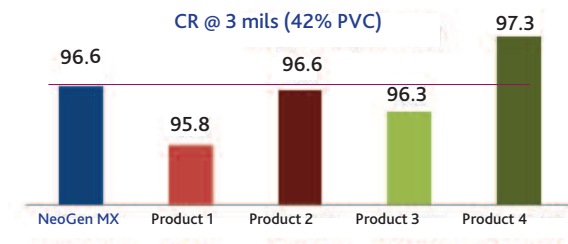
- 5-10% better TiO<sub>2</sub> extension capability at equivalent gloss/sheen performance in DIY flat paint at 35 to 55 PVC
- Improved tint strength
- High whiteness
- Excellent touch-up performance

### 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



## PHYSICAL CHARACTERISTICS

Grade	Brightness	Mean particle size	Oil Absorption	Applications
NEOGEN™ MX	92	1.1*	75	Waterborne interior and exterior eggshell flat paints   Solventborne interior and exterior eggshell or flat paints

\*Median sedigraph (micron)

## MORE INFORMATION

### Imerys Kaolin

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