



Product Data Sheet

ADVERA® Ti

ADVERA® Ti is a high performance product for the partial replacement of TiO₂, exclusive to PQ Corporation.

ADVERA® Ti shows improved hiding capability, controlled particle size, and crystal morphology, and provides optimum TiO₂ spacing.

The **ADVERA® Ti** product line is based on the zeolite (aluminosilicate) technology.

ADVERA® Ti Benefits:

- Easy to disperse
- Low gloss reductions
- Low Oil Absorption – Less Binder Demand
- Low specific gravity

ADVERA® Ti Storage & Handling:

Store this product in unopened bags in a dry environment at temperatures between 35°F to 95°F. Handle sensibly to minimize creation of dust. Avoid contact with eyes, skin or clothing.

For further advice / information consult the Material Safety Data Sheet for the specific product.

Packaging:

ADVERA® Ti is available in 50 pound bags, 1000 pound Super Sacks, Bulk Trucks or Rail Cars.

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Typical Properties of ADVERA® Ti

Specific Gravity	2.0-2.3
Average particle size (Malvern Mastersizer, microns)	3.0-4.0
Color (L Brightness)	97-98
Loss at 800°C (%)	18-21
Oil Absorption on Linseed (g/100g)	20-30
pH (1% dispersion)	10.5-11.5
Retained on 325 Mesh Screen (%)	<0.5



P.O. Box 840, Valley Forge,
Pennsylvania 19482-0840 USA
Tel.: 01-800-944-7411

www.pqcorp.com