



CABOT
creating what matters

HIGH PERFORMANCE BLACK PIGMENT

EMPEROR® 1800



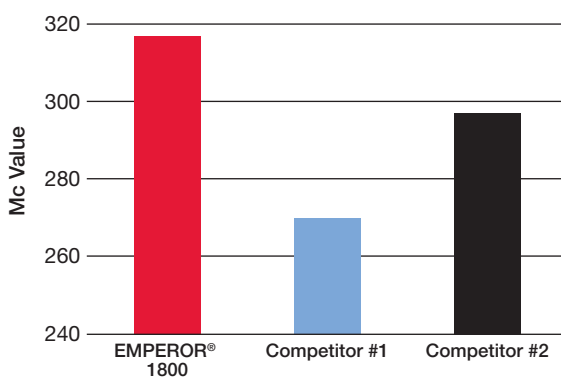
EMPEROR® 1800 is a high color strength black pigment designed specifically for use in automotive basecoats and other deep black masstone applications.

This product gives formulators the ability to increase color performance, shorten dispersion time, and improve shelf stability in water-based systems.

EMPEROR 1800 achieves superior performance through optimized design of the pigment morphology and the surface chemistry. It is a small particle size pigment and utilizes Cabot's proprietary technology of chemical modification of the pigment. The pigment surface is designed for water-borne systems and delivers performance superior to conventional oxidized carbon black.

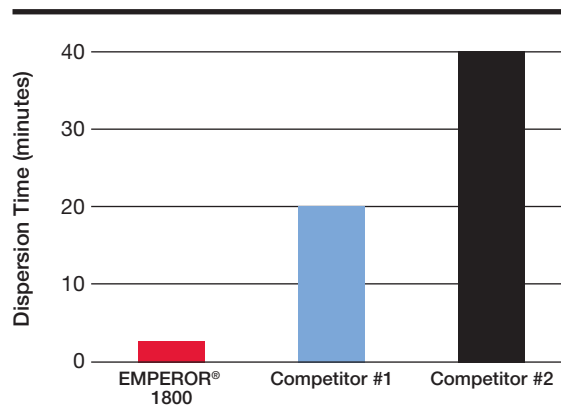
Superior Black Color Performance

EMPEROR 1800 delivers black color that is superior to other competitive products. High jetness and deep blue undertone are made possible by the surface treatment which enables dispersion of the pigment down to individual aggregates.



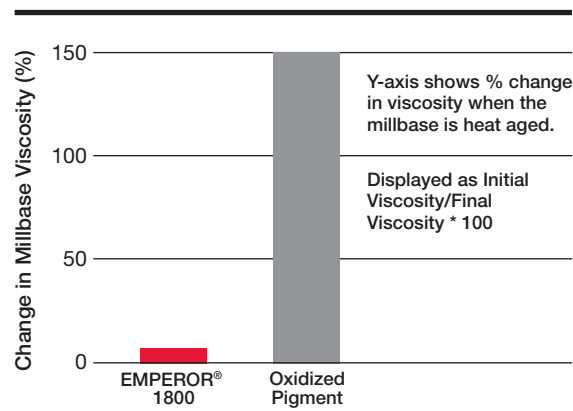
Easy Dispersion

EMPEROR 1800 reduces dispersion time by more than 85% compared to the competitor benchmarks. Ionic surface groups on the pigment enable a mechanism called electrostatic stabilization in water-borne systems, causing the pigment particles to automatically separate. Grinding time is shortened and dispersion costs are minimized, and fluctuations in color due to dispersion quality variation are reduced.



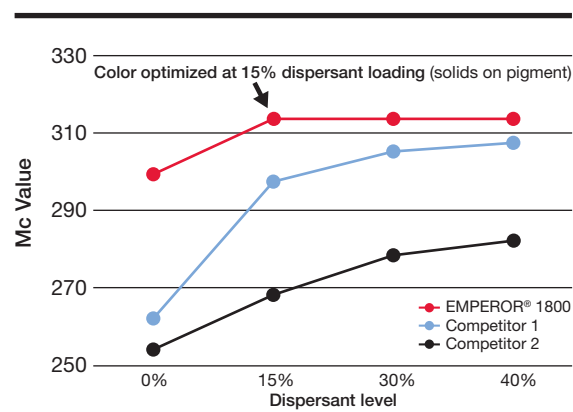
Highest Level of Dispersion Stability

EMPEROR 1800 exhibits excellent dispersion stability, enabling long shelf lives for millbases and final formulations and ensuring consistent final film properties. Ionic groups on the surface of the pigment enable electrostatic stabilization of the pigment in water, ensuring that pigment particles do not re-agglomerate upon aging.



Minimized Use of Dispersion Additives

EMPEROR 1800 reduces the amount of dispersion additives (dispersants) required to achieve optimal performance by more than 50%. Because the surface treatment helps to disperse the pigment in water, formulators can use lower loadings of dispersants than needed for conventional oxidized carbon black.



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