

ELLITE COLORANTS AND ADDITIVES LLP

TITANIUM DIOXIDE SR-240

Technical Data Sheet

PRODUCT INFORMATION:

SR-240 is an inorganic and organic surface treated rutile TiO₂ pigment that is designed to deliver excellent gloss and hiding power, non-chalking and ease of dispersion in plastic and rubber.

APPLICATION FIELDS:

Widely used in Master Batch, Plastics, Rubber, Flexible PVC.

Property	Typical Value
TiO ₂ content	> 96 %
Whiteness	> 97%
L Value	> 98 %
Tinting Strength	185 %
PH	6.5 - 8.0
Rutile	> 96.5 %
Residue (45 um)	0.001 % (m/m)
Resistivity	> 80 ($\Omega \cdot m$)
Loss at 105°C	< 0.5 %
Water Soluble	< 0.05 %
Oil absorption	18-21 (g/100g)

CLASSIFICATIONS:

Standard Classification (ISO591)	R2
ASTM D476	II

PACKAGING:

Packed by paper and plastic bag with net weight 25Kg