



**VISEN INDUSTRIES LTD**

*Bonds for life* —

**WATER BASED POLYMER EMULSIONS  
FOR PAINTS & COATINGS AND  
CONSTRUCTION CHEMICALS**



## MISSION

To be the most innovative, reliable & highest quality provider of water based emulsions globally

---

## VISION

We envision planet friendly chemistry be an invisible part of every household

# CONTENTS

Pg. Nos.

**Chemistries we Offer****04****Styrene & Pure Acrylates for Paints & Coatings****5-6**

- ❖ Styrene Acrylic Emulsions
- ❖ Pure Acrylic Emulsions

**Speciality Polymers****7-11**

- ❖ Nano Particle Size Emulsion
- ❖ High Gloss Emulsions
- ❖ Emulsions for Road Marking Paints
- ❖ Emulsions for Low Odour Paints
- ❖ Thermal Insulation Coatings
- ❖ Floor Coat
- ❖ Clear Coat
- ❖ Direct to Metal
- ❖ Emulsions for Elastomeric Coatings
- ❖ Wood Coating

**Vam Acrylate Based Emulsions for Paints & Coatings****12**

- ❖ Vinyl Acrylic Emulsions
- ❖ Vam Veova Emulsions
- ❖ Vam Veova Ter Polymer Emulsions

**Thickeners, Dispersing Agents & Opaque Polymers****13**

- ❖ Acrylic Thickeners
- ❖ Acrylic Dispersants
- ❖ Opaque Polymers

**Emulsions for Construction Segment****14****Specialty Emulsions for Construction Segment****14**

- ❖ Acrylic Sealant
- ❖ Hack Aid

**Our Locations****15**

# OFFERING A RANGE OF POLYMER EMULSIONS FOR PAINTS & COATINGS AND CONSTRUCTION

- Styrene Acrylics
- Pure Acrylics
- Nano Latex
- Elastomeric Latex
- Cement Compatible Flexible Latex
- UV Curable Latex
- Vam Acrylates
- Vam Veova Copolymers
- Vam Veova Acrylate Terpolymers
- Opaque Polymers
- PVAc Homo-Polymers (Plasticised & Unplasticised)
- Acrylic Thickeners
- Acrylic Dispersing Agents

# STYRENE & PURE ACRYLATES FOR PAINTS & COATINGS

## STYRENE ACRYLIC EMULSIONS



PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT	FEATURE / RECOMMENDED APPLICATION
VISICRYL 7650	50 ± 1	20 – 70 Ps	22°C	Suitable for interior / exterior paints & textured finishes
<b>NEW</b> VISICRYL 7298	50 ± 1	20 – 80 Ps	30°C	APEO & Formaldehyde free emulsion with good gloss and dirt pick up resistance suitable for interior / exterior paints & textured finishes
<b>NEW</b> VISICRYL 7296	50 ± 1	40 – 100 Ps	21°C	APEO & Formaldehyde free emulsion offering excellent pigment binding and stability to paint. Suitable for interior / exterior paints
VISICRYL 7796 E	50 ± 1	4 – 12 Ps	20°C	APEO, Formaldehyde & Ammonia free emulsion suitable for interior / exterior paints and textured finishes with good sheen and exterior durability
VISICRYL 7501	50 ± 1	40 – 80 Ps	17°C	APEO & Formaldehyde free emulsion suitable for Interior / exterior paints & textured finishes
VISICRYL 7290	50 ± 1	35 – 70 Ps	20°C	High performance APEO & Formaldehyde free emulsion with excellent scrub resistance for interior / exterior paints
VISICRYL 7669 E	50 ± 1	20 – 70 Ps	22°C	APEO & Formaldehyde free emulsion suitable for premium interior / exterior paints & textured finishes
VISICRYL 7668	50 ± 1	20 – 70 Ps	22°C	Suitable for all types of coatings, textured finishes, adhesives & surfacing compounds
<b>NEW</b> VISICRYL 7748	48 ± 1	20 – 70 Ps	+20°C	APEO & Formaldehyde free emulsion with superior stability & high wet scrub resistance suitable for interior / exterior paints
VISICRYL 7545 HV	45 ± 1	80 – 120 Ps	13°C	High viscosity emulsion for textured finishes & interior paints
<b>NEW</b> VISICRYL 7645	45 ± 1	5 – 15 Ps	+20°C	APEO & Formaldehyde free emulsion with better stability & high wet scrub resistance suitable for interior / exterior paints

# STYRENE & PURE ACRYLATES FOR PAINTS & COATINGS

## PURE ACRYLIC EMULSIONS



PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT	FEATURE / RECOMMENDED APPLICATION
VISICRYL 8351 E	50 ± 1	100 – 500 Cps	13°C	APEO, Formaldehyde & Ammonia free emulsion suitable for premium quality coatings with sheen offering excellent balance of overall paint properties for interior / exterior paints
VISICRYL 8354 GN	50 ± 1	50 – 500 Cps	13°C	APEO, Formaldehyde & Ammonia free emulsion suitable for low odour premium quality coatings
VISICRYL 8054 E	50 ± 1	50 – 500 Cps	17°C	APEO, Formaldehyde & Ammonia free emulsion suitable for premium quality interior / exterior paints with good wet adhesion
VISICRYL 8155 E 1	55 ± 1	300 – 1000 Cps	23°C	High solids premium APEO, Formaldehyde & Ammonia free emulsion suitable for high sheen interior / exterior paints & weather coats
VISICRYL 8055 E	50 ± 1	100 – 1000 Cps	17°C	APEO, Formaldehyde & Ammonia free emulsion suitable for premium quality interior / exterior paints with good wet adhesion
<b>NEW</b> VISICRYL 8347	47 ± 1	100 – 1000 Cps	+48°C	APEO, Formaldehyde & Ammonia Free Hard and robust emulsion with Ultrafine particle size and excellent resistance to UV and dirt pick up. Ideal for sheen paints, floor coatings, tile coatings, penetrating primers etc. Binder for high performance coatings with excellent exterior durability
<b>NEW</b> VISICRYL 8826	50 ± 1	10 – 20 Ps	+12°C	High Performance emulsion free from formaldehyde with excellent alkali and weathering resistance. It has superior compatibility with variety of decorative colorants and ideal for wide range of PVC paints, fine, medium heavy texture and stone finishes



# SPECIALITY POLYMERS

## VISICRYL 7041 M

### NANO PARTICLE SIZE EMULSION

Designed with nano particle size to curb issues around efflorescence resistance offering excellent water resistance.



PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT	FEATURE / RECOMMENDED APPLICATION
VISICRYL 7041 M	40 ± 1	0.5 – 5 Ps	20°C	High performance APEO & Formaldehyde free emulsion for penetrating primers to arrest the efflorescence in the concrete structures



## HIGH GLOSS EMULSIONS

Styrene & pure acrylic emulsions designed to impart excellent gloss & gloss retention. Suitable for clear coatings.

PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT	FEATURE / RECOMMENDED APPLICATION
VISICRYL 8345 HG	46 ± 1	500 Cps max	37°C	APEO, Formaldehyde & Ammonia free Pure Acrylic emulsion suitable for gloss paints, clear coatings
VISICRYL 8249	50 ± 1	300 – 1500 Cps	36°C	Premium APEO & Formaldehyde free styrene acrylic emulsion offering excellent gloss
VISICRYL 8355 HG	55 ± 1	4 – 12 Ps	37°C	High solid APEO, Formaldehyde & Ammonia free Pure Acrylic emulsion suitable for high gloss paints offering excellent gloss retention.
VISICRYL 9999 HG	45 ± 1	10 Ps max	+24°C	Acrylic copolymer suitable for premium high gloss paints offering excellent gloss & gloss retention, opacity and stain resistance

NEW

NEW

# SPECIALITY POLYMERS

## VISICRYL 8752

### EMULSION FOR ROAD MARKING PAINTS

Premium emulsion designed for road marking paints offering high DPUR and other properties



PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT	FEATURES / RECOMMENDED APPLICATION
<b>NEW</b> VISICRYL 8752	50 ± 1	<600 Cps	+17°C	APEO and Formaldehyde Free pure acrylic emulsion designed to produce fast drying Road / Traffic Marking Paints with excellent mechanical properties. Offers good stain resistance and excellent exterior durability

## EMULSIONS FOR LOW ODOUR PAINTS

Eco-friendly, APEO and Formaldehyde Free Elastomeric Emulsions for Low Odour Paints



## VISICRYL 7450



## VISICRYL 8250

PRODUCT	SOLID CONTENT%	VISCOSITY	MFFT	FEATURE / RECOMMENDED APPLICATION	PRODUCT	SOLID CONTENT%	VISCOSITY	MFFT	FEATURE / RECOMMENDED APPLICATION
VISICRYL 7450	50 ± 1	< 10 Ps	-5°C	APEO & Formaldehyde free elastomeric Styrene Acrylate suitable for Low VOC paints with very less odour and excellent scrub resistance for interior paints	VISICRYL 8250	50 ± 1	200-1000 Cps	<0 °C	APEO & Formaldehyde free elastomeric Pure Acrylate suitable for Low VOC paints with very less odour and excellent scrub resistance for interior paints




# SPECIALITY POLYMERS

## THERMAL INSULATION COATINGS

Range of elastomeric emulsions for Thermal Insulation Coatings





PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT	FEATURES / RECOMMENDED APPLICATION
 VISICRYL 7680	62 ± 1	2 – 10 Ps	0°C	Premium UV curable flexible emulsion for Thermal Insulation Coatings

## FLOOR COAT

High performance durable acrylic emulsions suitable for various substrates including floor coating, easy clean interior paints and other substrates





PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT	FEATURES / RECOMMENDED APPLICATION
VISICRYL 8850 E	50 ± 1	20 – 400 Cps	36°C	Premium APEO & Formaldehyde free emulsion for exterior coatings with high dirt pick up resistance and stain resistance suitable for floor coating & easy clean interior paint
 VISICRYL 8851	50 ± 1	20 – 60 Ps	36°C	Premium APEO & Formaldehyde free emulsion for exterior coatings with high dirt pick up resistance and stain resistance suitable for floor coating & easy clean interior paint
 VISICRYL 8852	50 ± 1	5 Ps. Max	43°C	Premium exterior coatings with high dirt pick up resistance and stain resistance suitable for floor coating & easy clean interior paint offering superior gloss

# SPECIALITY POLYMERS

## CLEAR COAT

Superior binder with excellent water resistance properties for hard surfaces




PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT	FEATURES / RECOMMENDED APPLICATION
 VISICRYL 8800	48 ± 1	40– 90 Ps	+19°C	Pure Acrylic emulsion suitable for Top Coat for stone and texture finish coatings to impart excellent water resistance properties and no blanching. Visicryl 8800 offers a <b>glossy wet look</b> finish to surfaces
 VISICRYL 8801	48 ± 1	40– 90 Ps	+19°C	Pure Acrylic emulsion suitable for Top Coat for stone and texture finish coatings to impart excellent water resistance properties and no blanching. Visicryl 8801 offers a <b>matt look</b> finish to surfaces

## DIRECT TO METAL

Robust acrylic emulsions suitable for Direct to Metal application offering superior gloss and anti - corrosion properties



PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT	FEATURES / RECOMMENDED APPLICATION
VISICRYL 8845	45 ± 1	500 Cps max	+ 37°C	High performance ultrafine particle size APEO & Formaldehyde free emulsion with excellent UV & abrasion resistance suitable for floor, wall, wood, concrete, tile and DTM coatings
 VISICRYL 8846	46 ± 1	500 Cps max	+ 26°C	APEO free emulsion for high gloss DTM coating having excellent anti-corrosion properties with good adhesion to mild steel

# SPECIALITY POLYMERS

## EMULSIONS FOR ELASTOMERIC COATINGS

Speciality acrylic copolymer emulsions for roof coatings & elastomeric paints



PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT	FEATURES / RECOMMENDED APPLICATION
VISICRYL 7660	62 ± 1	2 – 10 Ps	0°C	APEO & Formaldehyde free UV curable high-performance emulsion for elastomeric coatings offering excellent balance of flexibility & dirt pick up resistance for anti-carbonation coatings
VISICRYL 7251	50 ± 1	20– 70 Ps	+6 °C	APEO, Formaldehyde and ammonia free flexible acrylate copolymer emulsion with excellent water resistance and strong adhesion suitable for high performance roof coatings and 1K damp proofing
VISICRYL 8439	50 ± 1	2 – 20 Ps	<0 °C	APEO & Formaldehyde free emulsion suitable for elastomeric & flexible coatings with crack bridging ability & low dirt pick up

## WOOD COATING

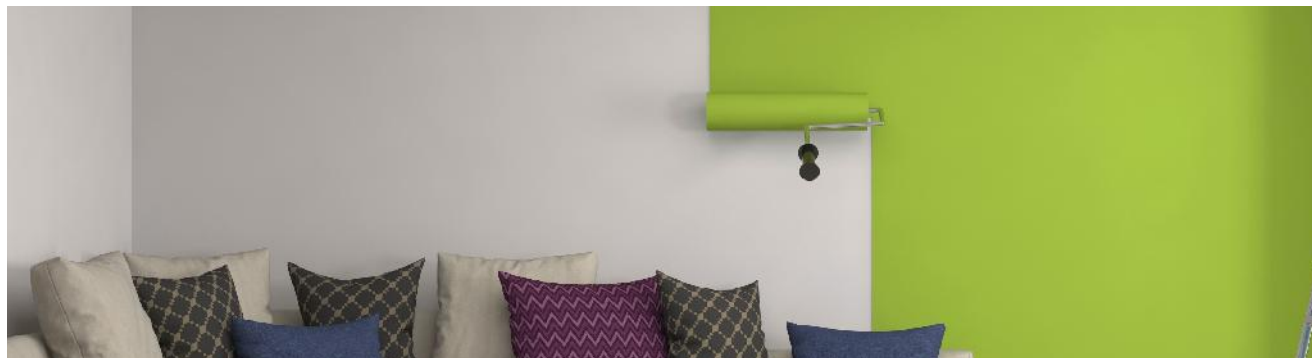
Eco- friendly emulsion for wooden surfaces



PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT, °C	FEATURES / RECOMMENDED APPLICATION
VISICRYL WS2	50 ± 1	500 Cps max	24°C	Aqueous APEO, Formaldehyde & Ammonia free acrylic copolymer emulsion suitable for sealing and coating on wooden surfaces



# VAM ACRYLATE BASED EMULSIONS FOR PAINTS & COATINGS



## VINYL ACRYLIC EMULSIONS

PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT	FEATURES / RECOMMENDED APPLICATION
VISICRYL 6555	55 ± 1	300-700 Cps	11°C	APEO & Formaldehyde free emulsion suitable for Interior paints with medium to high PVC
VISICRYL 6510	50 ± 1	100-600 Cps	12°C	APEO & Formaldehyde free emulsion suitable for interior paints with excellent wet scrub
VISICRYL 6520	50 ± 1	1500-4000 Cps	12°C	APEO & Formaldehyde free emulsion suitable for interior paints with excellent wet scrub

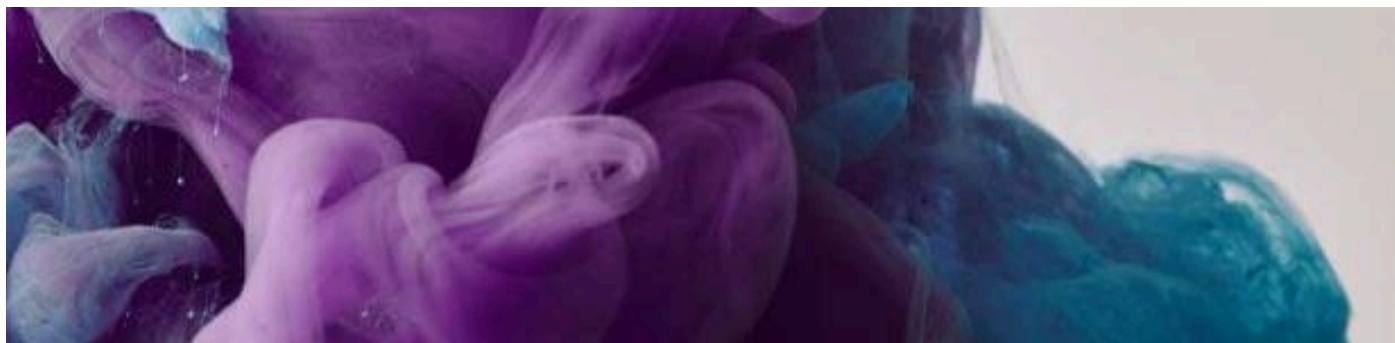
## VAM VEOVA EMULSIONS

PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT	FEATURES / RECOMMENDED APPLICATION
VISIMER 4556	55 ± 1	5-20 Ps	14°C	APEO, Formaldehyde & Ammonia free emulsion suitable for economical interior/exterior paints & primers
VISIMER 4571 E	55 ± 1	20-50 Ps	13°C	APEO, Formaldehyde & Ammonia free emulsion suitable for economical interior/exterior paints & primers

## VAM VEOVA TER POLYMER EMULSIONS

PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT	FEATURES / RECOMMENDED APPLICATION
VISIMER 4954 E	55 ± 1	10-25 Ps	+ 13°C	APEO & Formaldehyde free emulsion for interior & exterior coatings & textured finishes offering high resistance to yellowing / discoloration of paints
VISIMER 4955 E	55 ± 1	30-50 Ps	+ 13°C	APEO & Formaldehyde free emulsion with higher viscosity for interior and exterior coatings and textured finishes offering high resistance to yellowing / discoloration of paints

# DISPERSING AGENTS, THICKENERS & OPAQUE POLYMERS



## ACRYLIC THICKENERS

PRODUCT	SOLID CONTENT %	pH	FEATURES	FEATURES / RECOMMENDED APPLICATION
VISICRYL 828	28 ± 1	2-4	Cross-linked acrylic (ASE Type)	APEO & Formaldehyde free thickener for paints & textured finishes
VISICRYL 844	22 ± 1	8-10	Ammonium Poly acrylate	APEO free ready thickener for water-based paints
VISICRYL 960	30 ± 0.5	3-4	Associate Thickener (HASE Type)	APEO & Formaldehyde free rheology modifier for water borne coatings with excellent flow, levelling & spatter resistance
<b>NEW</b> VISICRYL 970	30 ± 0.5	2-4	Associate Thickener (HASE Type)	APEO & Formaldehyde free rheology modifier for water borne coatings with excellent flow, levelling & spatter resistance
<b>NEW</b> VISICRYL 980	30 ± 0.5	2-4	Associate Thickener (HASE Type)	APEO & Formaldehyde free rheology modifier for water borne coatings with excellent flow, levelling & spatter resistance

## ACRYLIC DISPERSANTS

PRODUCT	SOLID CONTENT %	CHEMISTRY	FEATURES	FEATURES / RECOMMENDED APPLICATION
VISICRYL 830	30 ± 1	Sodium salt of poly acrylic acid	Low foaming dispersant	APEO free dispersant for water-based paints
VISICRYL 845	45 ± 1	Sodium poly acrylate dispersant	Highly efficient dispersing agent	APEO & Formaldehyde free dispersant suitable for water-based paints & coatings
VISICRYL 840	40 ± 1	Ammonium salt of poly acrylic acid	High solid low foaming dispersant	APEO & Formaldehyde free dispersant suitable for water-based paints & coatings
VISICRYL 839	40 ± 1	Ammonium salt of poly acrylic acid	High solid low foaming dispersant with low viscosity	APEO & Formaldehyde free dispersant suitable for water-based paints & coatings

## OPAQUE POLYMERS

PRODUCT	SOLID CONTENT %	FEATURE	DOSAGE	FEATURES / RECOMMENDED APPLICATION
VISICRYL OP 66	37 ± 1	Opaque Polymer Emulsion	Maximum 20% replacement of Tio2 in medium & low PVC paints	Partial replacement for Titanium Dioxide (Tio2)



## EMULSIONS FOR CONSTRUCTION SEGMENT

PRODUCT	SOLID CONTENT %	VISCOSITY	MFFT	FEATURE / RECOMMENDED APPLICATION
VISICRYL 7556	56 ± 1	5 - 15 Ps	-6°C	APEO & Formaldehyde free cementitious flexible waterproofing, roof coatings & bonding agent
VISICRYL 7555	56 ± 1	2 - 10 Ps	-6°C	Cementitious flexible waterproofing, roof coatings & bonding agent
VISICRYL 7290	50 ± 1	35 – 70 Ps	20°C	APEO & Formaldehyde free co-binder for Visicryl 7555. Also suitable for roof coatings
VISICRYL 7041 M	40 ± 1	0.5 – 5 Ps	20°C	High performance APEO & Formaldehyde free emulsion with ultra fine particle size for penetrating primers and sealer
VISICRYL 76	48 ± 1	0.5 – 4 Ps	27°C	Styrene acrylate emulsion for cementitious coatings, modification of cement mortar, etc. to increase the flexibility & compressive strength
VISICRYL 86	47 ± 1	0.1 – 5 Ps	11°C	Pure acrylate emulsion for cementitious coatings, modification of cement mortar, etc. to increase the flexibility & compressive strength
VISICRYL 8439	50 ± 1	2 – 20 Ps	<0 °C	APEO & Formaldehyde free Elastomeric & flexible coatings with crack bridging ability & low dirt pick up

## SPECIALITY EMULSIONS FOR CONSTRUCTION SEGMENT

Premium binders with applications as Acrylic Sealants and Hack Aid for construction industry



### ACRYLIC SEALANT

PRODUCT	SOLID CONTENT%	VISCOSITY	MFFT	FEATURE / RECOMMENDED APPLICATION
VISICRYL 7620	50 ± 1	40 – 90 Ps	18 °C	APEO & Formaldehyde free emulsion recommended as Acrylic Sealant



### HACK AID

PRODUCT	SOLID CONTENT%	VISCOSITY	MFFT	FEATURE / RECOMMENDED APPLICATION
VISICRYL HA 2023	55 ± 1	1 – 10 Ps	<0 °C	Recommended as Binder to formulate Hack Aid for Construction

# OUR LOCATIONS

## INDIA

## UNITED ARAB EMIRATES



### HEADQUARTERED IN MUMBAI, INDIA

### SUBSIDIARY: VISEN POLYMERS FZE, SHARJAH, UAE

#### Visen Delhi

12/04, Aditya Complex, Preet Vihar Commercial Complex, Vikas Marg, Laxmi Nagar Delhi - 110 092.  
Tel : 011 - 5242 0579

#### Visen Kochi

C32/2977, A-5, 2nd Floor, Opp: Anchumuri Bus Stop, Ponnurunni, Kochi -19  
Tel: +91 94477 90298

#### Visen Chennai

Plot No. D2: Sipcot Industrial Park, Mambakka Sriperumbudur, Kanchipuram, Tamil Nadu : 602105  
Tel: +91 70944 34581



## **VISEN INDUSTRIES LTD**



501, Stanford, Plot. No 554,  
S.V. Road, Andheri West,  
Mumbai- 400058, India



[www.visen.net](http://www.visen.net)



[info@visen.net](mailto:info@visen.net), [sales@visen.net](mailto:sales@visen.net)



+91 22 6644 3333  
+91 22 6644 3200

