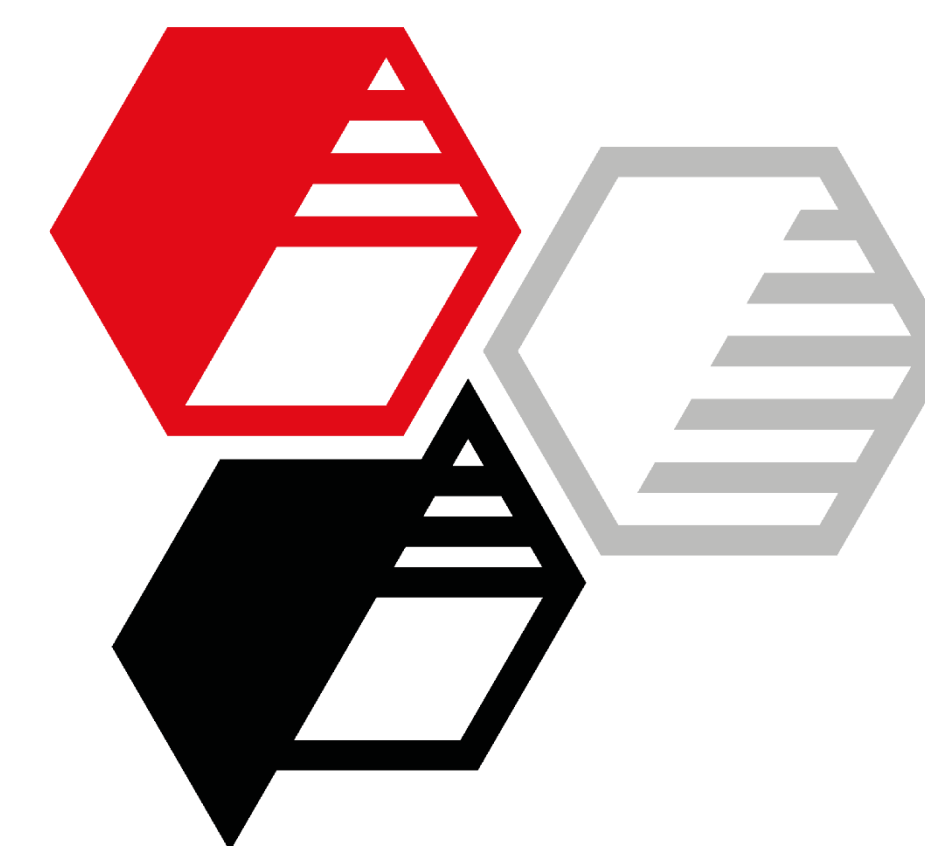


Partial replacement of yellow pigment with Neuburg Siliceous Earth in yellow road marking paints



Objective

Cost saving via partial substitution of yellow pigment and titanium dioxide through TP 2023032

Formulation

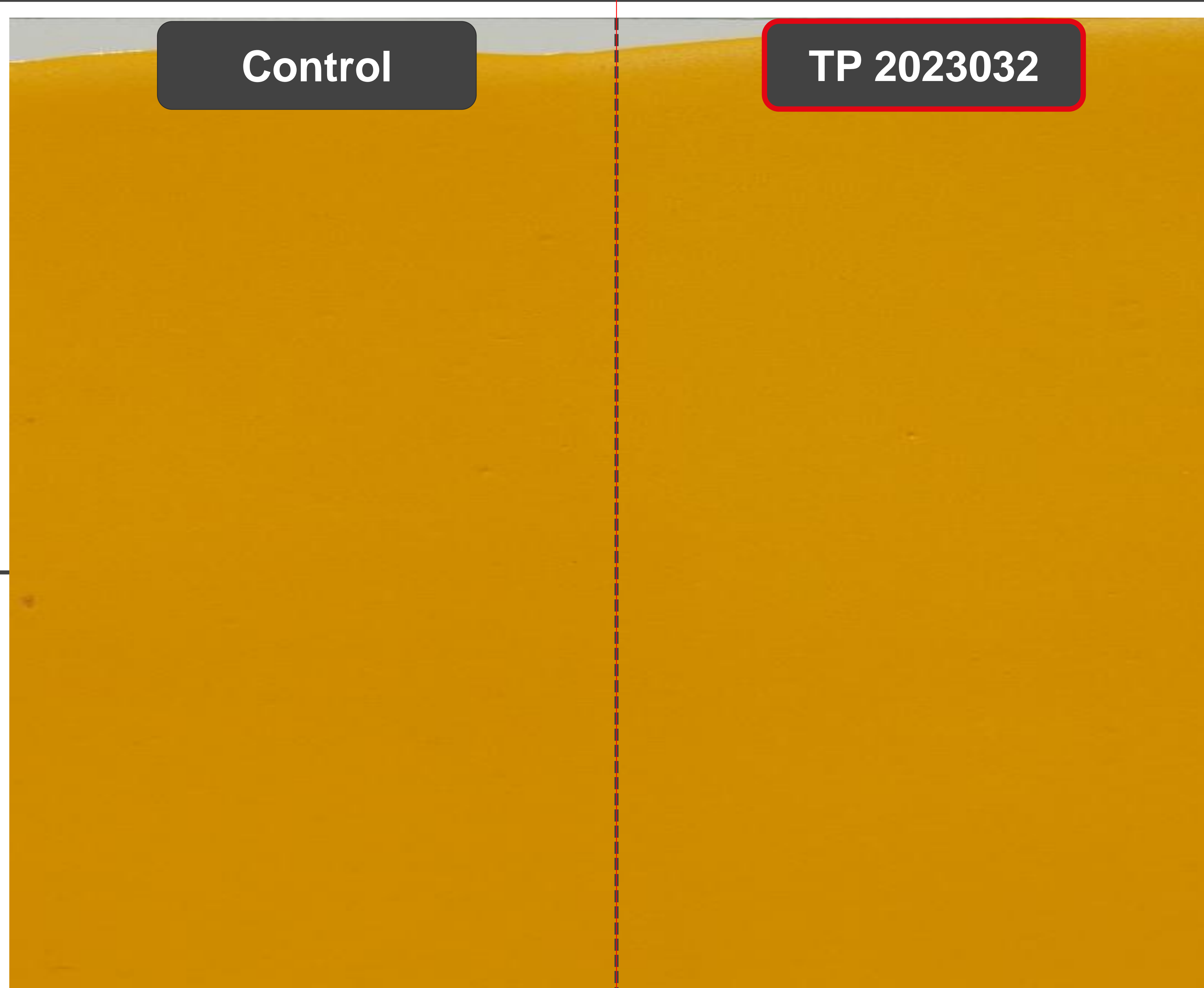
Yellow road marking paint,
water based, acrylic emulsion

	Control	Neuburg Siliceous Earth (NSE)
Yellow pigment	3.15	2.52
TP 2023032	0	1.26
Titanium dioxide	2.10	1.89
Remaining components	94.75	94.33
Total	100.00 %	100.00 %

-20 % yellow pigment in a 1:2 ratio through NSE
-10 % titanium dioxide

Results

Similar color values



Summary

✓ Cost saving
✓ Sustainability