News Release

Ashland expert to present stain resistance of coatings by new experimental and modeling techniques during Industrial Chemistry and Aqua Technology's virtual event

WILMINGTON, Delaware, November 18, 2020, Ashland solver, Zeena Cherian has been selected to present her findings on "Addressing Stain Resistance of Coatings by New Experimental and Modeling Techniques" during Industrial Chemistry and Aqua Technology's virtual webinar, November 23-24, 2020.

Consumers want interior and architectural paints that offer low odor, improved application and a variety of end-use performance attributes such as flow and leveling, scrub, and stain resistance. Because of this trend, there is an increased need by formulators to understand the process of stain interaction in order to improve the ability of the surface to withstand various types of stain discoloration.

"Achieving stain-resistant properties for paint require a combination of tailored polymer dispersions, balanced paint formulation ingredients and efficient use of rheology modifiers," said Zeena Cherian, senior staff scientist, Ashland. "The objective of this study was to understand the overall mechanism of stain formation and removal that would help in designing, formulating and fine-tuning improved stain-resistant coatings."

Cherian's findings will describe new techniques such as molecular modeling, Atomic Force Microscopy (AFM), and Quartz Crystal Microbalance (QCM). Molecular modeling technique inspects interactions between key components in paint such as binders and rheology modifiers. AFM examines the paint surface to decipher the distribution of various components such as thickener and stain molecules, and QCM provides real time data of the adsorption and desorption process of stains on paint surfaces.

Through these techniques, Cherian will explain her findings of major contributing factors that cause staining and how we can use this information to formulate advanced rheology additives to improve stain-resistance coatings.

To join the virtual event, register at https://industrialchemistry.chemistryconferences.org. For formulators that cannot attend the event but want more information about Ashland's findings, visit www.ashland.com/about/contact-us.

About Ashland
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