Owensboro Specialty Polymers, Inc.
Chemistry that Connects, People that Care

Technical Data Sheet

SERFENE™ 777

PVdC Latex Metal Primer and Fire Retardant Coating

Description

Serfene 777 is a polyvinylidene chloride copolymer emulsion designed for use in the production of specialty paints and protective coatings.

Serfene 777 is especially useful in fire retardant and intumescent fire retardant finishes, and interior/exterior trim paints and metal primers.

The major advantages of paints and coatings based on Serfene777 are**:**

- Rapid drying, particularly important where little time is available for repainting.
- Ease of clean-up.
- Good scrub resistance under all conditions (alkaline and acid).
- Retention of film flexibility on aging.
- Outstanding flow and leveling.
- Exceptionally high gloss for interior/exterior trim paints.

Serfene 777 is also used in aqueous base coats for prefinishing wood paneling. For this application, Serfene 777 offers the following:

- Adhesion to filled or unfilled substrates.
- Adhesion to aqueous or solvent topcoats.
- Compatibility with commonly used ingredients.
- Tolerance to alcohol for decreased drying time.
- Contribution to flame retardancy and barrier properties.
- Low defoamer requirements.
- Low film-forming temperature.
- Volatile component is water.
- Rheological properties permit spray, roller, or flow coat application.

Typical Properties*

Solids, % by Weight		55%
Weight/Gallon @ 25°C	Emulsion	9.8 LBS
	Resin Solids	11.4 LBS
Viscosity		15 cps (Brookfield RVT, #1 @ 20 rpm)
Surface Tension		34 dynes/cm (Krüss Tensionometer)
pH		4.0
Color		Creamy white
Particle Charge		Anionic/Nonionic
Alcohol Tolerant		Yes
Freeze/Thaw Stability		Protect
Minimum Film Forming Temperature		59°F (15°C)
Recommended Shelf Life		180 days (unopened containers) @ 25°C
Storage Conditions		>40° F (5° C), <85° F (30° C)

*These items are provided for general information only. They are approximate values and are not considered part of a production specification.