



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 |
| NEW 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 |
| NEW 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 |
| NEW 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 |
| NEW 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 |
| NEW 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 |
| NEW 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 |
|--------------------------|-----------------|-----------|-------|---|
| NEW 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 |
|--------------------------|-----------------|-----------|------|--|
| NEW 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 |
| NEW 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 |
| NEW 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 |
|--------------------------|-----------------|-----------|-------|--|
| NEW 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 glossy wet look finish to surfaces |
| NEW 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 matt look 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 |
| NEW 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 |

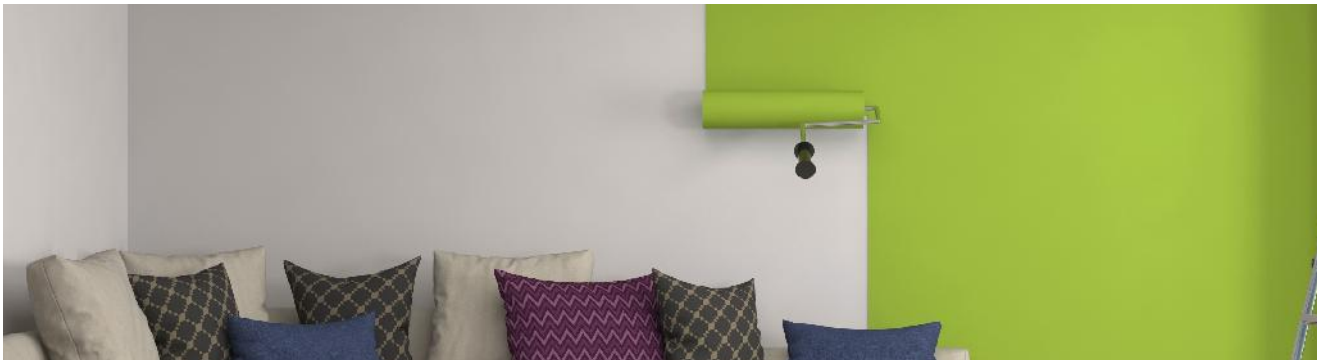
WOOD COATING

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 |

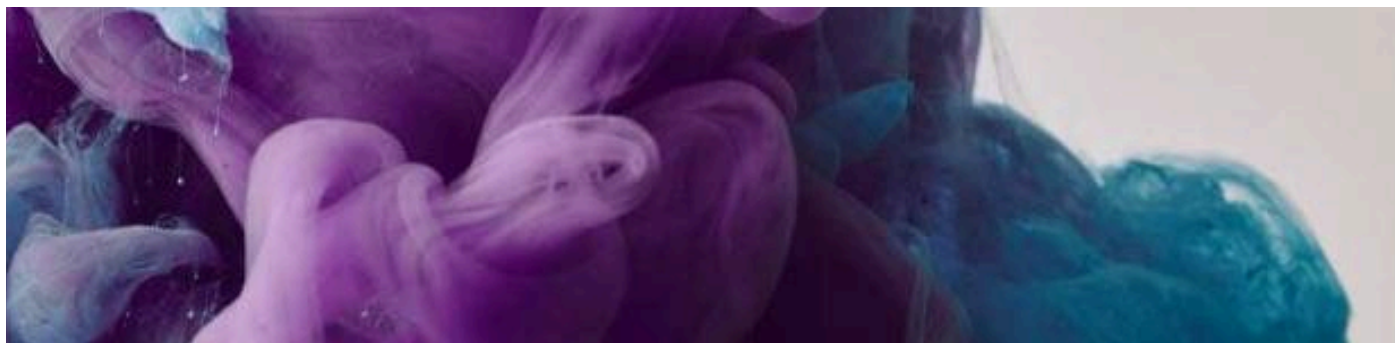
VAM VEOVA EMULSIONS

| 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 |
| NEW 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 |
| NEW 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



HACK AID

| PRODUCT | SOLID CONTENT% | VISCOSITY | MFFT | FEATURE / RECOMMENDED APPLICATION | 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 | 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.
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Visen Kochi

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