



## **THERMAX'S NEW COATING BINDER FOR THE PAPER INDUSTRY**

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V.Vivek

Product Manager

Phone : +91-9765178378

[v.vivek@thermaxindia.com](mailto:v.vivek@thermaxindia.com)

Thermax Limited has launched a unique coating binder solution for the production of paper and board under the brand name, MAXCOTE CB SP. The highly cost efficient, multi-functional styrene-acrylic based binder is the result of efficient use of technology combined with innovation and extensive research. "Maxcote CB SP gives customers a real competitive advantage and is an ideal solution for the global paper coating industry," says Sameer Raje, Head PU – Pulp & Paper Chemicals.

MAXCOTE CB SP offers multiple benefits when applied to paper coating formulations. By efficiently using raw materials and incorporating acrylate and other reactive functional monomers, this stiff binder is used for light weight and ultra-light weight coated papers. Maxcote CB SP is compatible with other coating ingredients. It controls flow and stabilises pigment. It also plays an important role in coating mixtures by imparting coated paper features like pick strength, blister and water resistance, ink and varnish hold out, and high specific adhesion.

V. Vivek, Product Manager, Pulp & Paper Chemicals Division, explains: "In today's economic climate, it is more profitable for paper companies to make smart chemical investments and receive fast paybacks. MAXCOTE CB SP keeps coating costs down while maximizing production efficiency. The product has been designed by blending technological innovations with integrated production systems."

MAXCOTE CB SP will be introduced in the Asian subcontinent and gradually extended to Asia Pacific, the Middle East, Europe and the Americas.

### **THERMAX LIMITED,**

97 E, GENERAL BLOCK,  
BHOSARI, PUNE 411 026,  
INDIA.  
TEL.: +91-20-66128100  
Website: [www.thermaxindia.com](http://www.thermaxindia.com)

### **About Thermax's Chemical division**

Thermax Ltd. (Chemical Division) has begun manufacturing paper coating chemicals in its new facility at Jhagadia, Gujarat. Equipped with a deep understanding of chemistry, application knowledge and its state-of-the-art low cost plant, the division is geared to be the leading paper coating chemical supplier.

### **About Thermax Ltd.**

Thermax Ltd., a leading energy and environment solutions provider offers integrated, innovative solutions in the areas of heating, cooling, power, water and wastewater management, air pollution control and chemicals. The company has manufacturing facilities in India, China and Europe. The sustainable solutions Thermax develops for client companies are environmental friendly and enable deployment of energy and water resources.