



**APS MINERALS &
ADDITIVES PVT. LTD.**

**OMSHREE
microns**

PIGMENT 80

ENGINEERED WHITE PIGMENT OPACIFIER

Smart Alternative for TiO_2 reduction up to 100%

Single Inventory + Multipurpose +
Excellent Performance + Cost Effective

APPLICATIONS:

All applications where white rutile TiO_2 is used

OTHER GRADES: P-60 | P-90 | P-550 | P-465

**SUPERIOR
OPACITY**

**MAINTAINED
GLOSS LEVEL**



ATOX

BEIGE/BUFF/GREY/OFF WHITE

High Performance Coloured TiO_2 Pigment

- Replace White TiO_2 & expensive coloured pigments
- High opacity with gloss
- Micronised and easy dispersible

**SMART
COLOUR**

**STRONG
PERFORMANCE**

**LOWER
COST**

RAL PIGMENT POWDER

One Pack Ready to use powder
Solution as per RAL Colour System

- UV-Stable, High-Performance Pigments
- Available in 30+ Shades & Customised as per RAL
 - ✓ Reduces Manpower & Processing Time
 - ✓ Excellent Gloss & Opacity
 - ✓ Cost-Effective Solution | Made in India

**ENGINEERED FOR
PERFECT SHADES**

**BUILT FOR SMART
PRODUCTION**



WHITE GLOW

Engineered Kaolin for High Sheen Coatings

- A high-performance gloss enhancer designed to elevate surface brilliance and deliver a smooth, flawless, long-lasting finish across all water- and solvent-based systems.
- Boosts gloss, enhances opacity, and reduces TiO_2 & resin demand.
- Other Grades: Gloss-90 | APS Shyne

HIGH GLOSS

LOWER COST

**PARTICLE SIZE
200 nm (0.2 μ)**

SUPERIOR PERFORMANCE

COOLTEX

A Smart Solution to Reduce Air Conditioning Costs

Advanced multi-functional filler with >95% solar reflectance, delivering superior waterproofing, UV & abrasion resistance.

- ✓ Reduces interior temperature by 6–8°C
- ✓ Lowers surface temperature by 20–30°C
- ✓ Enhances thermal insulation

Ideal for Heat-Reflective Coatings:

Roofs | Walls | Floors | Cold Storages
| Train Coaches | Labour Quarters & More

BEAT THE HEAT

SAVE ENERGY

REDUCE COSTS



MATSIL

High-Performance Matting & Thixotropic Agent

High-performance silica (untreated & organically modified), easy to disperse, delivering superior matting, excellent rheology control, good transparency, and strong anti-settling properties.

Suitable for:

Clear & Pigmented Systems | Industrial Coatings
| Powder Coatings | Construction Chemicals | Inks

ADVANCED MATTING

EXCEPTIONAL PERFORMANCE



ZINC PHOSPHATE

Advanced Anti-Corrosive Pigment

- Long-lasting corrosion protection for metal surfaces
- ✓ Superior corrosion protection
- ✓ Enhances adhesion & barrier performance

Applications:

- Protective & Industrial Coatings
- Water & Solvent Systems
- Coil Coatings
- Zinc-Rich Primers

PROTECT METAL

EXTEND LIFE

