

Eastman Versafix™ plasticizer

**EASTMAN**

# Imagine the possibilities.

*Tailored solutions for water-based adhesives*



# Optimum performance, optimal value

Set time, glass transition temperature ( $T_g$ ), and rheology are critical factors in choosing the right plasticizer for your water-based adhesives applications. Finding the optimal combination of these performance characteristics helps formulators distinguish their brands in a crowded market. However, rising production costs are creating challenges for adhesive formulators and manufacturers as they try to keep costs low without sacrificing product performance.

Eastman has the answer that maximizes performance while minimizing expense. Ideal for water-based adhesives, Eastman Versafix™ plasticizer offers the optimal balance of functionality and value.

## Market applications for Eastman Versafix™ plasticizer

- Paper and cardboard tube winding
- Woodworking and cabinetry
- Consumer craft and wood glue
- Box and carton assembly
- Bag manufacturing
- Envelopes
- Labels
- Laminates

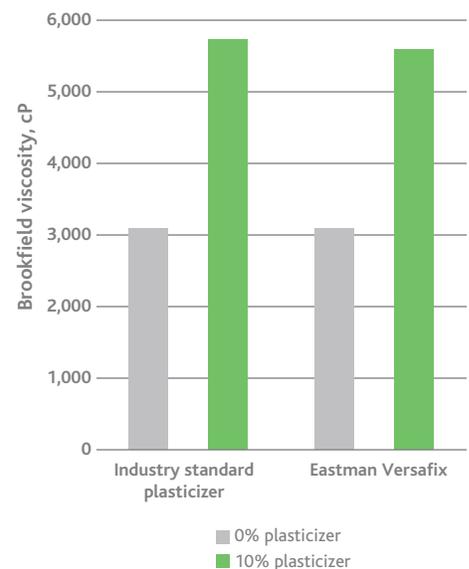
## Cohesion that complies with your needs

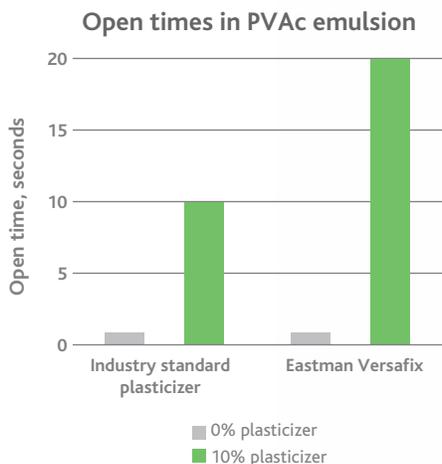
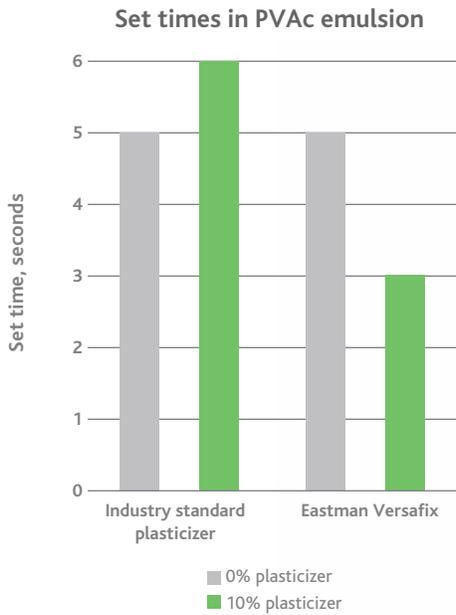
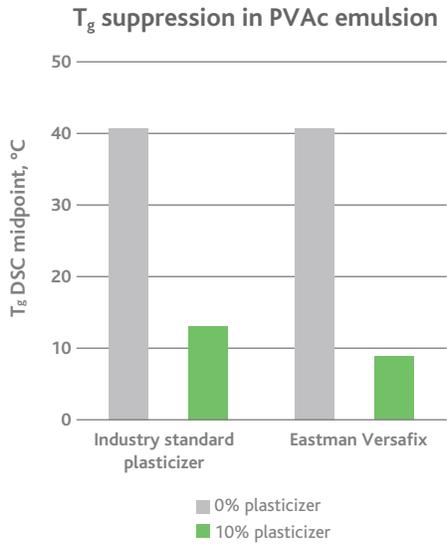
Water-based adhesive formulators employ plasticizers to create much-needed elasticity, improve open and set times, enhance viscosity and tack, and maximize low-temperature efficacy. Versafix is a non-phthalate solution that provides comparable performance to traditional plasticizers.

Advantages include:

- Maximized viscosity control
- Excellent film formation
- Excellent  $T_g$  suppression
- Improved adhesion
- Shorter set times
- Ease of processing
- Longer open times
- Reduced formulation costs

Viscosity response in PVAc emulsion





## Success based on your specs

As a plasticizer that leverages the strengths of benzoate esters, Versafix is a versatile solution that does not require significant changes to your formulation process. By working with Eastman's technical staff, you can be confident that our product will meet your specifications. Versafix is a tailored solution, manufactured to fit your needs.

Eastman has a long history of producing innovative plasticizers for a variety of market applications. We are a recognized global leader in benzoate ester plasticizers, backed by a worldwide manufacturing and distribution network. These manufacturing capabilities, combined with comprehensive technical support, help you deliver products that benefit your customers and your bottom line alike.





**Eastman Chemical Company  
Corporate Headquarters**

P.O. Box 431  
Kingsport, TN 37662-5280 U.S.A.

Telephone:  
U.S.A. and Canada, 800-EASTMAN (800-327-8626)  
Other Locations, (1) 423-229-2000  
Fax: (1) 423-229-1193

**Eastman Chemical Latin America**

9155 South Dadeland Blvd.  
Suite 1116  
Miami, FL 33156 U.S.A.

Telephone: (1) 305-671-2800  
Fax: (1) 305-671-2805

**Eastman Chemical B.V.**

Fascinatio Boulevard 602-614  
2909 VA Capelle aan den IJssel  
The Netherlands

Telephone: (31) 10 2402 111  
Fax: (31) 10 2402 100

**Eastman (Shanghai) Chemical  
Commercial Company, Ltd. Jingan Branch**

1206, CITIC Square  
No. 1168 Nanjing Road (W)  
Shanghai 200041, P.R. China

Telephone: (86) 21 6120-8700  
Fax: (86) 21 5213-5255

**Eastman Chemical Japan Ltd.**

MetLife Aoyama Building 5F  
2-11-16 Minami Aoyama  
Minato-ku, Tokyo 107-0062 Japan

Telephone: (81) 3-3475-9510  
Fax: (81) 3-3475-9515

**Eastman Chemical Asia Pacific Pte. Ltd.**

#05-04 Winsland House  
3 Killiney Road  
Singapore 239519

Telephone: (65) 6831-3100  
Fax: (65) 6732-4930

[www.eastman.com](http://www.eastman.com)

---

To find out more about Eastman  
Versafix™ plasticizer, contact your  
Eastman representative or visit  
[www.EastmanPlasticizers.com](http://www.EastmanPlasticizers.com).

## The results of insight™

Although the information and recommendations set forth herein are presented in good faith, Eastman Chemical Company makes no representations or warranties as to the completeness or accuracy thereof. You must make your own determination of their suitability and completeness for your own use, for the protection of the environment, and for the health and safety of your employees and purchasers of your products. Nothing contained herein is to be construed as a recommendation to use any product, process, equipment, or formulation in conflict with any patent, and we make no representations or warranties, express or implied, that the use thereof will not infringe any patent. NO REPRESENTATIONS OR WARRANTIES, EITHER EXPRESS OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR OF ANY OTHER NATURE ARE MADE HEREUNDER WITH RESPECT TO INFORMATION OR THE PRODUCT TO WHICH INFORMATION REFERS AND NOTHING HEREIN WAIVES ANY OF THE SELLER'S CONDITIONS OF SALE.

Safety Data Sheets providing safety precautions that should be observed when handling and storing our products are available online or by request. You should obtain and review available material safety information before handling our products. If any materials mentioned are not our products, appropriate industrial hygiene and other safety precautions recommended by their manufacturers should be observed.

© 2013 Eastman Chemical Company. Eastman, The results of insight, and Versafix are trademarks of Eastman Chemical Company.