

# Proven value for PVC plastisols

## *Specialty plasticizers for PVC applications*

Polyvinyl chloride (PVC) remains one of the world's most used—and most useful—synthetic materials. The addition of plasticizers makes PVC more flexible and thereby more viable in many markets. PVC plastisol manufacturers, however, are being challenged to specify plasticizers that meet emerging regulatory and customer demands.

### **A broad portfolio of fast fusers**

Eastman has been developing alternatives to traditional phthalate plasticizers for making PVC flexible for many years. Today, with our comprehensive family of Benzoflex™ non-phthalate plasticizers, we offer the broadest line of dibenzoate ester-based plasticizers in the industry.

The excellent solvating characteristics of these plasticizers allow for a broader processing window for vinyl plastisols. Benzoflex plasticizers bring benefits to plastisols by reducing fusion temperatures and offering lower volatility.

### **More than benzoates**

In addition to our Benzoflex family of plasticizers, we also offer Eastman Effusion™ plasticizer as an alternative to dibenzoate ester-based solutions, providing lower plastisol viscosity and excellent low-temperature flexibility in PVC formulations.

For the lowest viscosity formulation additive available to the flexible PVC market, specify Eastman TXIB™ formulation additive. Its unique low viscosity makes it suitable for PVC plastisols and often allows higher loadings of low-cost fillers to the plastisol, resulting in cost savings.

### **Trusted in the market**

Your market, however, needs more than reliable plasticizers. It needs a reliable plasticizer manufacturer. As the world's largest producer of non-phthalate plasticizers, Eastman has proven to be a dependable and trusted supplier with manufacturing capabilities across the globe.

**To see which plasticizer is right for you, contact your Eastman representative or visit [EastmanPlasticizers.com](http://EastmanPlasticizers.com).**

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### **PVC applications suitable for specialty plasticizers**

- Flooring
- Toys
- Wall coverings
- Coated fabrics
- Printing inks
- PVC-dipped tools
- Sporting goods





The results of insight™

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