

Neoflop™

It presents unchanging pure white beauty.

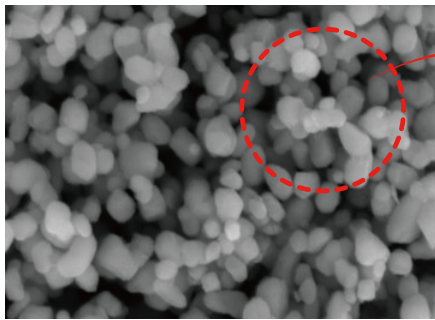
The world's leader in
quality effect pigment technology



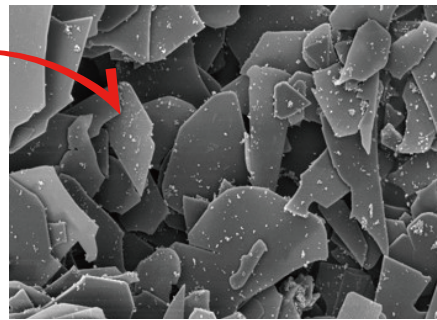
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Features of Flop-Free products

The Neoflop™ series break the stereotypical visual principles expected of platy effect pigments. They exhibit consistent color and effect at all angles of viewing minimizing what is known as the “flop” effect.



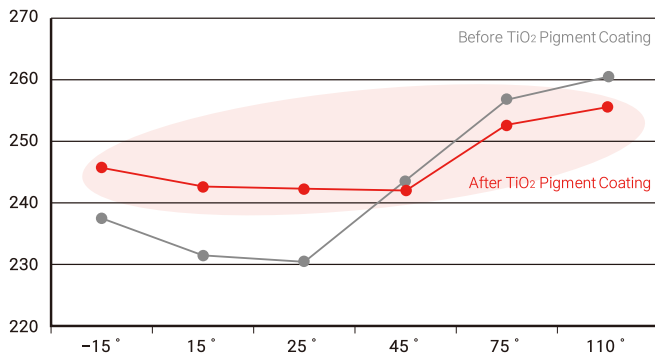
〈 SEM Image of TiO₂ Pigment 〉



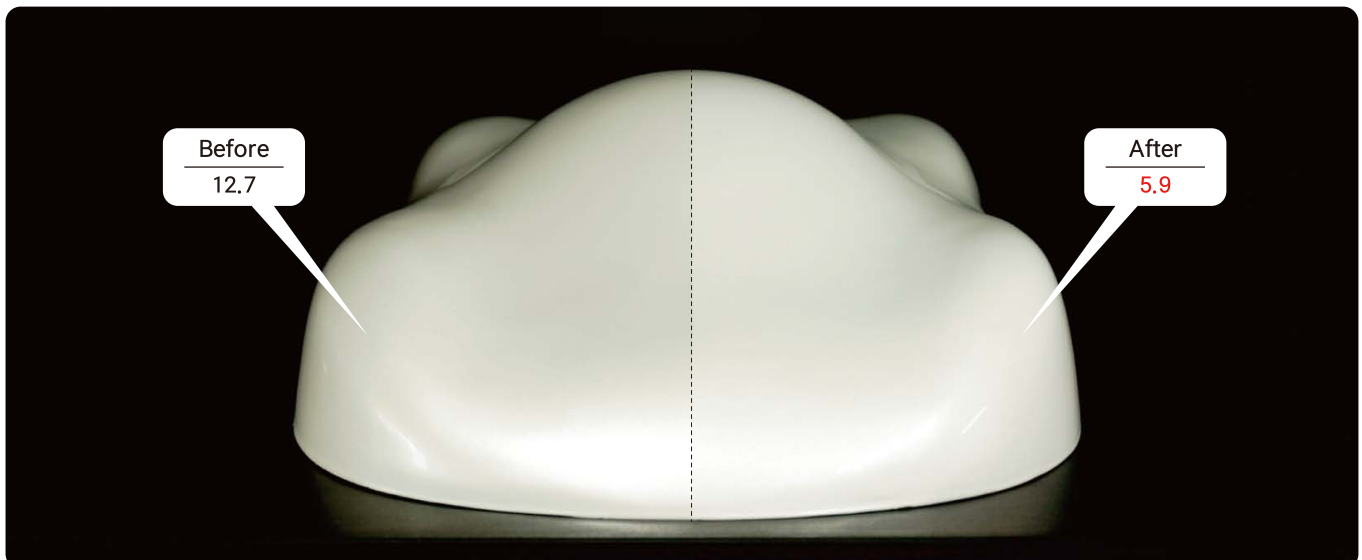
〈 TiO₂ Pigment Coated on Substrate 〉

Characteristics of Color difference value

pigments rate : 6wt%, on black background



〈 Shift in 'h' value due to TiO₂ pigment coating 〉



Neoflop™

Pearlescent Pigments

With Neoflop™, We are redefining both color and effect. Our cutting-edge products guarantee a consistent color experience, no matter how you look at it and luster also.

The name "Neoflop™," a fusion of the Greek word for "new" and the English word "flop," represents a revolutionary brand that eliminates typical visual features of existing products that look darker at the diffuse angle.

Traditional pearl pigments often exhibit this typical feature due to their inherent structural characteristics, causing colors to shift depending on the viewing angle.

However, Neoflop™'s groundbreaking technology minimizes this effect allowing colors to remain consistent at all angles of viewing.

Special Features

- Crystallite formations of TiO₂ doped on the surface of a standard titanium dioxide coated pearlescent pigment results in a whiter white
- Maintains its whiteness at all angles of viewing especially at the diffuse angle, thereby eliminating the "flop" effect.

Applications

- Automotive Coatings
- Coatings for Plastics
- Powder Coatings
- Coil Coatings
- General industrial Coatings
- Printing



Neoflop™

Pearlescent Pigments



Neoflop™ AE-9091K-OP Splendor White Size(μm) 5 < , < 30

Technical Data

Code	Product Name	Particle Size(μm)		pH (10% Sol.)	Composition			
		(D10-D90)	(D50)		Alumina	SnO ₂	TiO ₂	Silane
Neoflop™ AE-9091K-OP	Neoflop™ AE-9091K-OP Splendor White	5 < , < 30	14 - 18	4 - 8	○	○	○	○

CQV GLOBAL NETWORK

“Global Supplier of High Quality Effect Pigment Technologies.”



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