



EverWhite[®] Pigment

PATENT PENDING

Premium Engineered White Pigment



Introducing...

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NOW AVAILABLE - NEW PREMIUM WHITE PIGMENT

US Silica is proud to announce our latest breakthrough product, EverWhite[®] Pigment*, a premium Engineered White Pigment. EverWhite[®] Pigment* is a highly refined silica-based mineral used to partially replace other inorganic white pigments like titanium dioxide. US Silica produces this proprietary pigment with a durability equal to other specialty minerals like white quartz and titanium dioxide-based pigments.

DOMESTIC SOURCED PIGMENT TO ADDRESS SUPPLY CHAIN UNCERTAINTIES

The world has changed. Reliable global supply chains of key ingredients have become broken by competing tariffs, by recurring virus outbreaks and even by war. Case in point, the supply of titanium dioxide has been altered over the last few years, causing uncertainty and a dramatic shift in the economics of using titanium dioxide. Non-resilient supply chains are one of the key drivers in a historical pricing runup with prices increasing between 20-40% over one year.¹

To address the challenges of titanium dioxide supply, many innovative companies have begun reformulating to reduce titanium dioxide through the use of new white pigments. These white pigments offer relief by partially replacing a portion of titanium dioxide needed in a specific product formulation. Substituting out 10% or 25% can lead to hundreds of thousands of savings² and ensure their manufacturing assets can continue to operate without any supply chain disruption.

CHARACTERISTICS OF AN INNOVATIVE MINERAL

TYPICAL PARTICLE SIZE (LASER DIFFRACTION)		TYPICAL MEASURED PROPERTIES	
D-90 (µm)	5.8	Hunter L	> 98.0
D-50 (µm)	2.4	a	0.7
D-10 (µm)	1.3	b	1.0
GENERAL PROPERTIES			
Mohs Hardness	6-7	Refractive Index	1.49
pH	9-10	Specific Gravity	2.33

ADVANTAGES OF EVERWHITE[®] PIGMENT*

There are several white pigment extenders available on the market. Only EverWhite[®] Pigment* has a hardness and durability that matches titanium dioxide when considering the Mohs hardness scale.

	TALC	KAOLIN (CLAY)	CALCIUM CARBONATE	BARIUM SULPHATE	TITANIUM DIOXIDE (RUTILE)	EVERWHITE [®] PIGMENT*
Mohs SCALE OF HARDNESS	1	2 - 2.5	3	3 - 3.5	6 - 7	6 - 7



MANUFACTURERS ARE USING EVERWHITE® PIGMENT* EVERYWHERE

EverWhite® Pigment* is a very white pigment that offers a consistent color ingredient for cement, plastic, or coating products. Here are a few examples of applications needing a titanium dioxide extender using EverWhite® Pigment*.



COUNTERTOPS

Countertop manufacturers are selling design, consistent color, and durability. EverWhite® Pigment* is an ideal titanium dioxide partial replacement for this industry because its hardness is similar to the quartz ingredients commonly used in the industry.



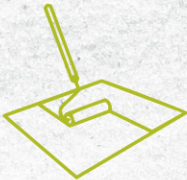
CEMENT APPLICATIONS

Decorative cement products and EIFS systems need to have ingredients that can sustain all seasons of weathering. EverWhite® Pigment* is an ideal additive to replace a portion of titanium dioxide since silica-based minerals have been used for cementitious applications for decades.



FILLERS FOR PLASTICS

Titanium dioxide is a common ingredient for many plastic masterbatch formulations. EverWhite® Pigment* has high temperature stability making it an ingredient of choice for masterbatch plastics used in high temperature extrusion.



LIQUID-APPLIED COATINGS

Many liquid-applied coatings are being used as thick films for cool roofs. The durability and consistent white color inherent in EverWhite® Pigment* makes it a logical choice for many liquid applied formulators.



EXTERIOR BUILDING PRODUCTS

Exterior building products need ingredients that offer both consistent aesthetics and long-term durability. US Silica has a long history of selling many ingredients used into exterior production. EverWhite® Pigment* is the latest innovative mineral being used by customers.



US SILICA IS AVAILABLE TO SHARE REFORMULATION BEST PRACTICES

US Silica works with numerous manufacturers to use our minerals in their products. Please do not hesitate to reach out to US Silica and request a Formulation Sheet that describes the best practices for using EverWhite® Pigment*.

LOWER YOUR SUPPLY RISK AND SAVE MONEY

An industry expert in the quartz countertop business states, "The use of EWP-5 (EverWhite® Pigment*) at the 25% titanium dioxide replacement would save countertop manufacturers \$100,000s annually, if not more!"³

ILLUSTRATIVE EXAMPLE

- ▣ Assume **25% substitution** results in up to **40 tons a month** with EWP-5*
- ▣ Assume the savings would be **\$1,000/ton**
- ▣ Assume production is averaged over **12 months** in a year
- ▣ **40 tons a month** replaced with EWP-5* x **12 months** x **\$1,000/ton savings = \$480,000**

* Patent Pending

1 The pricing calculation is based on the average pricing in first quarter 2021 as compared to the average pricing in first quarter 2022. Data set for pricing is derived from TIMPC consulting global consulting data on prices of titanium dioxide in the North American region.

2 The economics is based on an estimate from an industry expert at STFC Consulting based on full utilization of at least two quartz countertop lines that are using over 3% total loading of titanium dioxide.

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THE US SILICA ADVANTAGE

Domestic supply equates to simpler logistics with less risks. Our customers benefit from US Silica's ability to produce domestically, with no tariffs and flexible delivery options. US Silica can deliver quality product reliably versus an unpredictable overseas supply chain. Significantly reduce your shipping costs and potential risks of managing a product supplied from the other side of the world.

YOUR PARTNER IN MINERALS AND LOGISTICS

As a global industrial mineral supplier, US Silica is eager to partner with our customers to help them meet their goals and provide logistics solutions. Our customers choose us for our expertise in mineral characterization, material handling, material storage, transportation of bulk minerals, process optimization, and safety. In addition, our team of technical representatives help our customers optimize their processes.



For Everwhite® Pigment* EWP-5 product information contact:

24275 Katy Freeway, Suite 600, Katy, TX 77494

Tel: 1-800-243-7500 | Fax: 301-682-0691 | Email: info@ussilica

www.ussilica.com