



EverWhite[®] Pigment

PATENT PENDING

New Engineered White Pigment for Liquid Applied Coatings



US Silica is proud to introduce EverWhite[®] Pigment, a highly refined silica-based mineral used to partially replace other inorganic white pigments like titanium dioxide.

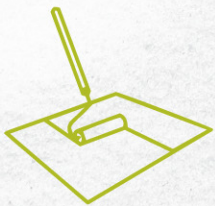
Advantages of EverWhite[®] Pigment

- ✓ **Hardness and Durability that matches TiO₂**
- ✓ **Offers a consistent color formula for your product**
- ✓ **Premium Bright White** ✓ **Domestically Sourced**



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.



Benefits in Cool Roof Applications

- ✓ **More efficient solar performance**
- ✓ **Increased thermal properties** ✓ **Improved energy retention**



EverWhite[®] Pigment

Premium Engineered White Pigment for Liquid Applied Coatings

LOWER YOUR SUPPLY RISK AND SAVE MONEY

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 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 new 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.

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*.

* 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.

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:

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