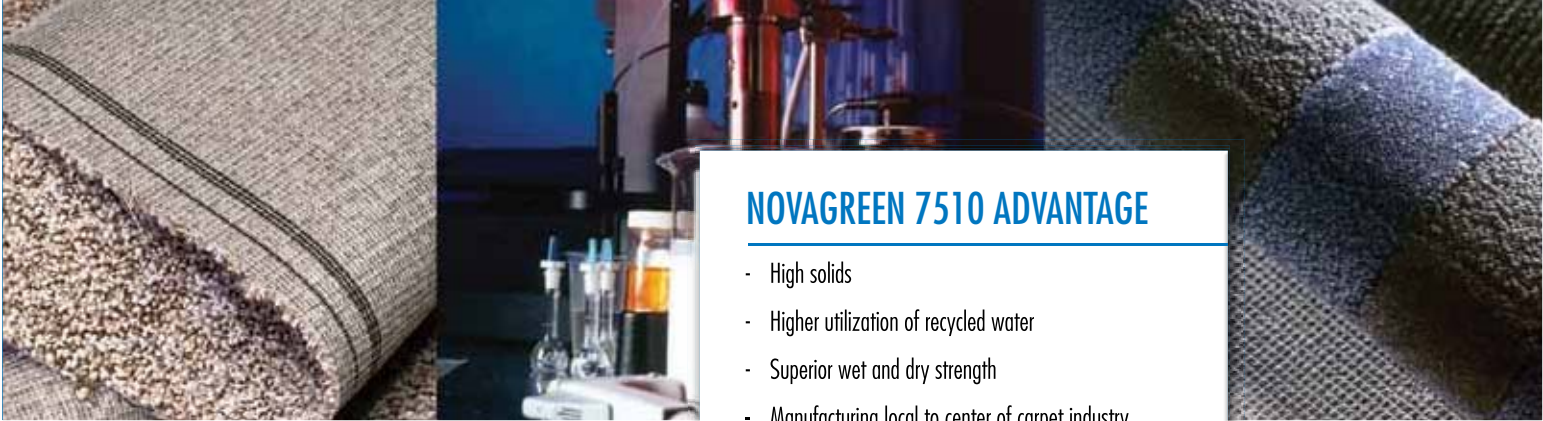


NOVAGREEN™ 7510

High solids emulsion polymer for commercial and residential carpets



NOVAGREEN 7510 ADVANTAGE

- High solids
- Higher utilization of recycled water
- Superior wet and dry strength
- Manufacturing local to center of carpet industry
- Quicker filler dispersion reduces processing times and costs
- Flexible for both commercial and residential applications
- Accepts more recycled filler
- Ultra low ammonia content, low odor
- Compatible with typical coating applications, no special equipment required



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OMNOVA Solutions carpet-backing polymers have earned a reputation for excellent adhesion plus properties that enhance installation and performance. As the carpet and rug industry has changed to meet an increasingly sophisticated and environmentally aware marketplace, OMNOVA has responded by partnering with our customers to understand your needs and respond with solutions that meet both the challenges of today as well as tomorrow's performance and sustainability requirements.

NovaGreen™ 7510 emulsion polymer builds on the success of OMNOVA's workhorse product, **GenCal® 7555**, and provides enhanced performance and reduced environmental footprint. **NovaGreen 7510** carboxylated styrene butadiene latex has been designed for use in carpet applications where additional wet strength and higher total solids are desired. Developed as a high solids latex binder for both residential and commercial adhesives, **NovaGreen 7510** carboxylated SB is readily compounded into frothed formulations.

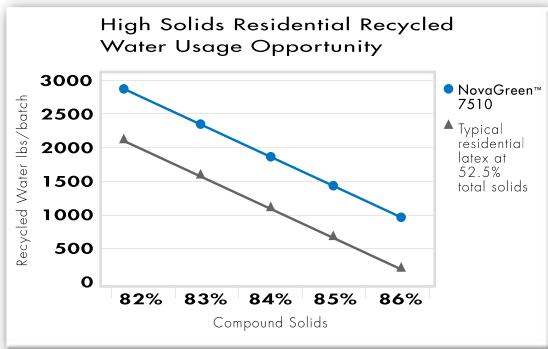
High solids.

A key advantage of **NovaGreen 7510** is the **higher amount of binder solids**.

Typical latex solids range from 52-53%, while **NovaGreen 7510** goes beyond and delivers 56-57% solids. Why is this important? The higher binder solids offer improved efficiencies in processing and can reduce drying time by 11% per square yard of carpet produced, thus conserving energy. The high solids formulation further conserves resources by reducing the amount of water transported during shipping.

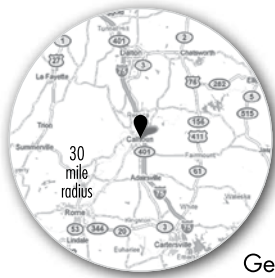


The higher binder solids property supports a **higher percentage of recycled wastewater** used in compounding. This results in reduced clean water requirements and greater reuse of wastewater. Diverting wastewater into production, reduces the cost and negative impact of wastewater disposal.



Superior wet and dry strength.

NovaGreen 7510 delivers higher wet strength – doubling that of earlier generation products while maintaining excellent performance properties.



Local manufacturing.

OMNOVA's carpet chemical development, technical service and manufacturing are located in close proximity to many carpet manufacturers in the North Georgia area. With 65% of U.S. carpet manufacturers within 30 miles of our manufacturing facility, OMNOVA supports our customers sustainability goals of producing products with locally sourced materials.

Quicker filler dispersion.

NovaGreen 7510 **accepts filler faster** during compounding, reducing processing times and manufacturing costs. Compounding with NovaGreen 7510 also can give you the flexibility to replace virgin filler with **post-consumer recycled content** filler, supporting your efforts to create high-value, environmentally preferred products.

Flexible for commercial & residential carpet applications.

NovaGreen 7510 high solids emulsion polymer is the first on the market that can be used effectively for both commercial and residential carpet.

NovaGreen 7510 delivers the performance necessary in the commercial segment and can be cost-effective in residential carpet manufacturing.

Applications

- Residential carpet
- Commercial carpet

Ultra low ammonia content.

Historically, carpet manufacturers needed to balance their desire for a low ammonia product with their performance requirements. NovaGreen 7510 is uniquely formulated to be an ultra low ammonia binder, while delivering wet and dry strength. Odors are significantly reduced during processing without compromising performance.

And even more.

NovaGreen 7510 binder gives you the flexibility to replace multiple specialty latexes with a single product. If a lower solids latex is needed, NovaGreen 7510 can be diluted easily with water, reducing the complexity and carrying costs of multiple raw materials and inventories. And that's not all – NovaGreen 7510 is **compatible with typical commercial and residential coating applications** – no special equipment required.

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TYPICAL PROPERTIES

PHYSICAL PROPERTIES

Solids, by Weight	56% - 57%
Wet Weight	8.3 lbs./gal.
Dry Weight	4.4 lbs./gal.
Specific Gravity	1.02
T _g	+9°C
pH	7.5 - 8
Brookfield Viscosity (cps)	100 - 750
Surface Tension	50 - 57 dynes/cm

CHEMICAL/MECHANICAL PROPERTIES

Mechanical Stability	Excellent
Multivalent Ion Stability	Excellent
Foam	Low
Odor	Low
Emulsifier	Anionic

The OMNOVA ADVANTAGE

OMNOVA Solutions Inc. is a leading innovator of emulsion polymers and specialty chemicals used as binders, coatings, adhesives and additives that provide your products with significant performance features.

Customized solutions.

Whether taking a traditional chemistry to an advanced level of performance or developing a product for an entirely new application, we pride ourselves on being able to develop just the right product for your needs.

Responsiveness and speed.

With an industry-best, dedicated technical service team, we actively monitor our products' performance in your production setting and quickly respond if adjustments are needed.

Capabilities.

Five chemical manufacturing plants, two technology centers, a pilot plant and a pilot paper coater are strategically located in North America for your convenience and optimum efficiency. In addition, we have business offices and manufacturing capabilities in Europe and Asia.

To learn more about this product, or any other of OMNOVA Solutions' carpet chemicals, please contact us at:

Phone: 706.624.5411

Email: carpetchemicals@omnova.com



RESPONSIBLE CARE®
OUR COMMITMENT TO SUSTAINABILITY

NOTE: Although the data supplied above is believed to be accurate, each user is advised to make an independent determination as to whether the described product(s) is/are appropriate for a particular use or application, whether such use will comply with all applicable laws or regulations, or whether such use will infringe the intellectual property rights of third parties.