



## GENCAL® 7463

Binder used as a precoat and adhesive in residential carpet construction

**GenCal 7463** ammonia-based modified styrene butadiene latex has been designed for use in residential carpet applications. Developed as an adhesive for double-backed carpet, **GenCal 7463** is readily compounded into standard or frothed formulations. It can be formulated in standard or high solids applications and is engineered for a firm to soft hand. **GenCal 7463** demonstrates excellent bonding properties, improved frothing and stability in accepting inorganic and organic fillers.

### TYPICAL PROPERTIES

#### PHYSICAL PROPERTIES

Solids, by Weight	51% - 53.5%
Wet Weight	8.4 lbs./gal.
Dry Weight	4.4 lbs./gal.
Specific Gravity	1.02
T <sub>g</sub>	+9°C
pH	8 - 9
Brookfield Viscosity (cps)	385 max.
Surface Tension	49 - 57 dynes/cm

#### CHEMICAL/MECHANICAL PROPERTIES

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

#### GENCAL 7463 ADVANTAGE

- Manufacturing local to center of carpet industry
- Compatible with typical coating applications, no special equipment required
- Excellent bonding properties

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

Phone: 706.624.5411

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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.

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