



## GENCAL® 7555

High wet-strength, multi-functional binder used in residential and commercial carpet

**GenCal 7555** ultra-low ammonia, carboxylated styrene butadiene latex has been designed for use in residential and commercial carpet applications where additional wet strength is desired. Developed as an adhesive for print-based carpet, **GenCal 7555** is readily compounded into standard or frothed formulations. **GenCal 7555** demonstrates excellent bonding properties as well as low thickener requirements in formulations containing standard or high solids content.

### TYPICAL PROPERTIES

#### PHYSICAL PROPERTIES

Solids, by Weight	52.5% - 53.5%
Wet Weight	8.3 lbs./gal.
Dry Weight	4.4 lbs./gal.
Specific Gravity	1.02
T <sub>g</sub>	+9°C
pH	7.5 - 8
Brookfield Viscosity (cps)	100 - 300
Surface Tension	50 - 57 dynes/cm

#### CHEMICAL/MECHANICAL PROPERTIES

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

#### GENCAL 7555 ADVANTAGE

- Superior wet and dry strength
- Manufacturing local to center of carpet industry
- Quicker filler dispersion reduces processing times and costs
- Accepts recycled filler
- Ultra low ammonia content, low odor
- 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

Email: [carpetchemicals@omnova.com](mailto: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.

OMNOVA Solutions Inc. • 175 Ghent Road • Fairlawn, OH 44333  
Telephone: 330-869-4200 • [www.omnova.com](http://www.omnova.com)

GENCAL is a registered trademark of OMNOVA Solutions Inc.

ALL OMNOVA PRODUCTS AND SERVICES ARE OFFERED AND SOLD SUBJECT TO THE OMNOVA STANDARD TERMS AND CONDITIONS OF SALE AGREEMENT SET FORTH AT [WWW.OMNOVA.COM](http://WWW.OMNOVA.COM)

© 2010 OMNOVA Solutions Inc. 1/10

