



NOVAGREEN™ 7510

High solids emulsion polymer for commercial and residential carpets

NovaGreen 7510 emulsion polymer builds on the success of OMNOVA's workhorse product **GenCal® 7555** with 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 is desired. Developed as a high solids latex binder for both residential and commercial adhesives, **NovaGreen 7510** is readily compounded into frothed formulations.

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

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 recycled filler
- Ultra low ammonia content, low odor
- Compatible with typical coating applications, no special equipment required

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

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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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