

# The Advantages of Using **SHORT STUFF®** **FIBRILLATED SYNTHETIC PULPS**

SHORT STUFF® fluffed dried synthetic pulps are a unique form of Polyethylene or Polypropylene Pulp which has properties that have led to commercial replacement of mineral fibers in a variety of applications.

## *THIXOTROPY*

SHORT STUFF® fluffed dried synthetic pulps are an effective thixotrope in numerous formulations. When used with Bentone® 34 or other rheological additives, SHORT STUFF® fluffed dried synthetic pulps will prevent the settling of pigments, reduce sag, and improve properties essential for application.

## *VISCOSITY*

The addition of SHORT STUFF® fluffed dried synthetic pulps can directly increase the viscosity of the formulation. This can further be enhanced by the use of Bentone® 34 with a polar activator. Other clays can work well also, depending upon the type of coating being formulated.

## *REDUCED SHRINKAGE*

SHORT STUFF® fluffed dried synthetic pulps do not swell in water or aliphatic solvents. Therefore, there is less shrinkage and cracking of the matrix during drying.

## *CRACK RESISTANCE*

The addition of SHORT STUFF® fluffed dried synthetic pulps will impart significant crack resistance. Finished products can acquire a "nailability" quality when a sufficient amount of SHORT STUFF® fluffed dried synthetic pulp is added.

## *EFFICIENCY*

Because of their low density, only small percentages of SHORT STUFF® fluffed dried synthetic pulps are required. Normally 1-2% of fiber by weight is all that is necessary. SHORT STUFF® fluffed dried synthetic pulps are used in coatings and textured paints to provide film strength, viscosity control, and bridging strength. SHORT STUFF® fluffed dried synthetic pulps can be used to acquire either a smooth or textured finish. Depending upon the effect desired, consideration should be given to the fiber length and amount used in each individual application.

## *FIELDS OF APPLICATION*

Roof coatings, block fillers, adhesives, textured coatings, cement coatings, putties, mastics, industrial coatings, caulks, sealants, and more!

**Short Stuff Fibrillated Synthetic Pulps available only from**

***MINIFIBERS, INC.***

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