

**2025 Annual Technical Conference**

**Hyatt Regency, Savannah GA**

**May 4 - 7, 2025**

**Details: [www.southerncoatings.org](http://www.southerncoatings.org)**

**Preliminary Presentations (1/22/25)**

**A New Multifunctional Formulating Ingredient for High-Performance Industrial Coatings and Ink Applications**

**Advancion, D Henderson**

**Maximizing Pigment and Overall Paint Performance with Multifunctional Additives**

**Advancion, D Henderson**

**Sustainable UV LED Coatings provide reduced Energy-Cost and No emissions – No VOCs – Volatile Organic Compounds**

**AlliedUV, M Kelly**

**Development and Evaluation of an Accelerated Dirt Pick-Up Test Method for Architectural Coatings**

**BASF, Z Branciforte**

**Tin-Free Two-Component Polyurethane Catalysts for Compliant High-Performance Coating Applications**

**Borchers/Miliken, M Kramer**

**Advancements in Surfactant-Free Hydrophobic Additives for Enhanced Water Repellency**

**CHT-USA, C Lindemulder**

**Surface Treated Nepheline Syenite with Silane Coupling Agents for Enhanced Physical, Chemical, and Optical Performance in Low Silica Industrial Coatings**

**Covia, S Van Remortal**

**Comparing a Portable Contact Angle Goniometer Vs. Research-style Goniometer for Wettability and Surface Energy Results on Various Substrates**

**DataPhysics Instruments USA, H Ngo**

**Future-Proofing Corrosion Control**

**ICL-Halox, M Bauer**

**Can Simulation Tools and Physicochemical Properties Guide the Selection of Additives?**

**Indorama Ventures, M Praw**

## **Innovative Strategies for Emulsifying Alkyd Resins for Water-Based Coatings**

**Indorama Ventures**, *B Dario*

## **Polyurethane in Building and Construction Applications**

**Mapei**, *R Hariharan*

## **Silicone-Based PFAS-Free Solutions for Architectural Coatings**

**Momentive Performance Materials**, *P Cousino*

## **Replacing PFAS in Coatings for a Sustainable Future**

**Munzing**, *C Vitale*

## **The Shocking Truth about Static Electricity**

**Newson Gale**, *E Matthews*

## **Advancing Sustainable Coatings with U.S. Soybean Oil: Renewable Solutions for Coating Manufacturers**

**OmniTech International**, *K Weigal*

## **Latest developments in Pigment dispersion Technology**

**Patcham USA**, *J Du*

## **Achieving Project Goals Efficiently through Formulator and Customer Partnerships, Aligning Expectations of Product Targets, and Cultivating Effective Communication**

**Penn Color**, *J Cumberland*

## **The Impact Pigment Finishing Choices Have On Coatings Formulations**

**Sudarshan North America**, *B Piro*

## **The Dirt Pick-Up Resistance Battle**

**Synthomer**, *T John*