

4 TRAITS OF A GREAT TiO₂ SUPPLIER

The importance of TiO₂ to your products is undeniable. It's a fundamental part of coating, plastic, and laminate applications across a variety of industries worldwide. TiO₂ is a key ingredient in the manufacturing process, so choosing the right partner for today's market is essential for product quality, reliability, and cost efficiency.

When choosing a TiO₂ supplier, consider these 4 key traits

1 RELIABILITY

The market is dynamic and when TiO₂ is a critical raw material, you need a partner that can provide you with information and tools to help you plan better.

ASK YOUR SUPPLIER...

- What are current lead times and will I have clear visibility into them?
- What do you do to manage the uncertainties in weather, supply chain, and production?
- Do I have 24/7 visibility to my order details AND a person I can contact for questions?

2 FLEXIBILITY

A good TiO₂ supplier is flexible. Whether that's working with you to ensure alignment with your strategy, or providing intuitive tools and support, they should be an extension of your team.

ASK YOUR SUPPLIER...

- Are contracts required?
- If I place an order will you confirm my price 6 months out?

3 INNOVATION

Choosing a TiO₂ supplier isn't just about buying an ingredient. It's about finding a partner that helps enable your next product or manufacturing innovation. A supplier with a track record of successful innovation and collaboration means your business opportunities can be achieved.

ASK YOUR SUPPLIER...

- What are the capabilities and goals of your Research & Development Team?
- Is your business committed to maintaining strong standards of environmental responsibility?
- How do you collaborate with customers on new products?

4 GRADE QUALITY

Not all TiO₂ is created equal. Grades are designed with specific applications in mind. The alignment to your chemistry, manufacturing process, and overarching strategy are essential. Product grade misalignment can lead to higher costs in the long run.

ASK YOUR SUPPLIER...

- Do you have products that are designed to meet my specific performance requirements?
- Do you have proven product performance in my specific application and industry?
- How much variability is there in your product?



IN TODAY'S
TiO₂
MARKET

SUPPLIERS MUST DO MORE THAN JUST SUPPLY

Chances are that TiO₂ impacts your business in a big way. Whether you're helping architectural coatings last longer or producing durable packaging, a TiO₂ supplier plays a big role in making your products successful. By following the guide above, you can make sure you and your supplier are completely aligned.

