

BILLIONS™ BLR-699

TITANIUM DIOXIDE PIGMENTS FOR COATINGS AND INKS - MANUFACTURED BY THE SULFATE PROCESS

BILLIONS™ BLR-699 pigment is a rutile titanium dioxide pigment, produced by the sulfate process, and designed to be suitable across a range of coatings and printing ink applications.

BILLIONS™ BLR-699 pigment has excellent all-round optical performance and is quickly dispersed in both water and solvent-based formulations. Its zirconia and alumina surface treatment provides it with excellent weathering performance, meaning that it has the flexibility of being suitable for both exterior and interior applications.

TYPICAL PROPERTIES

PARAMETER	VALUE	TEST METHOD
TiO ₂ content	95%	XRF
Inorganic coating	Alumina, Zirconia	-
Organic treatment	Present	-
Moisture when packed*	0.5% max	ISO 787-2
Bulk density (tamped)	1.1g/cm ³	ISO 787-11
Oil absorption	18g/100g	ISO 787-5
pH	7.9	ISO 787-9
Specific gravity	4.1g/cm ³	ISO 787-10
ISO 591-1 classification	R2	-
CAS number	13463-67-7	-
Color index	Pigment White 6	-

*Measured within 48 hours of production

RECOMMENDED APPLICATIONS

- Interior architectural coatings
- Exterior architectural coatings
- Industrial coatings
- Printing inks

KEY FEATURES

- Excellent color
- Good dispersion
- Excellent opacity

Safety

Good industrial hygiene practice should be used, generation of dust should be avoided. Please refer to the Safety Data Sheet for more information about how this product should be handled.

Storage

This product should not be stored outside or exposed to temperature extremes or to moisture. To ensure optimum performance, it is recommended that the product is used on a first in, first out basis from receipt of shipment.

Food Contact

Customers should seek confirmation of compliance with specific regulations by contacting LB Group.

Packaging

LB Group titanium dioxide pigments are available in 25kg bags and a range of flexible intermediate bulk containers.

CONTACT

CHINA

china-sales@lomonbillions.com

GLOBAL PLASTICS BUSINESS

plastics@lomonbillions.com

ASIA-PACIFIC

asia-pacific-sales@lomonbillions.com

MEA AND LATIN AMERICA

mea-latinamerica-sales@lomonbillions.com

EUROPE AND NORTH AMERICA

sales@lomonbillions.global

GLOBAL INKS BUSINESS

sales@lomonbillions.global

The data included in the typical properties is not a specification. The information in this data sheet is a general guide to the properties of the product described in it. Nothing in this data sheet is to be construed as a warranty, express or otherwise. In all cases, it is the responsibility of the user to determine the applicability of the information and recommendations and the suitability of the products described for its own particular purpose. BILLIONS™ and any associated logos are trademarks or copyrights of LB Group Co., Ltd.. The LB Group logo is a trademark of LB Group., Ltd.

©2026 LB Group Co., Ltd. Technical Data Sheet | 06 JAN 2026



龙佰集团
LB GROUP