

## Solving Foam Issues with Optimal Defoamers Selection

A 90 min online short course  
by **Marc Hirsch**



[For more details & registration](#)

Foam in coatings and inks can be a real nightmare (longer production time, craters on dried film...). Yet an efficient selection of defoamers can save you from all the foam associated problems and limit undesired side-effect (colorant rub-up, gelled particles, low gloss...).

**Solve faster foam issues** with practical guidance to optimize selection & use of defoamers:  
*Chemistry (**polymer-based, silicone...**)? Dosage? When to incorporate? How to avoid side-effects?*

It will help you reduce the number of trials needed to **get rid of your foaming issues**, while meeting today's challenges: glycol-free, APEO-free...

### Why you should attend:

1. **Better prevent & troubleshoot foaming** by identifying what is promoting foam stabilization: Gibbs effect, surface viscosity, cohesive strength...
2. **Screen defoamers more efficiently with fast & easy tests** to simulate foam generation during manufacturing, filling, application... for paints, inks, adhesives and construction products...
3. Optimize benefits delivered by your defoamers: **avoid overdosage, loss of efficiency, film defects...** You will end up with simpler and cheaper formulations!



## Who is it for?

**Experienced coatings, inks and colorants formulators** involved in formulation optimization and troubleshooting.

## Outline

The following sections will be covered:

1. **Introduction**
2. **Foam stabilisation**
  - Role of Surfactants
  - Contribution effects
    - Marangoni-Gibbs Effect
    - Cohesive strength
    - Stabilization Effects
3. **Composition and Mode of Action of Defoamers**
  - Mode of action
  - Combatting microfoam
  - Defoamers for Water and Solvent based applications
4. **Test Methods & Defoamers selection process**
  - Defoamer selection process
  - Test methods for paints, inks, adhesives and construction products
5. **Selection Guidelines**
  - Compatibility vs Effectiveness
  - How to avoid side-effects
6. **Practical examples** of the proper usage of defoamers and linking screening tests to real applications.

At the end of the training there will be a **Q&A Session** where you can pose questions to Marc Hirsch

A transcript of all the questions & answers will be made available after the event.

## Presented by Marc Hirsch



Mr. Hirsch is a Senior Development Scientist and Principal Consultant at M&M Hirsch & Associates. In his career he has: formulated architectural, industrial, military and specialty coatings. Developed applications and methodologies for sol gel coatings, earned his Green Belt in MAIC Six Sigma and trained for MAIC Black Belt, applied MAIC methodology to the CTR for several laboratory and manufacturing processes in Coatings resulting in substantial savings, successfully facilitated numerous ideation teams within his expertise as well as outside his core competencies. These included cross-

functional and cross-business groups.

Prior to his current position, he worked at GE Energy (2008-2011) in the Simulation group; writing proposals to published specifications for training simulators for both fossil and nuclear power plants. At Luna Innovations (2004-2008) he was a Developmental Scientist in the Advanced Materials group. At Dow Chemical (1995-2004) he was the applications and development manager in Core R&D in the Coatings & Functional Polymers Group. He managed the TS&D group for coatings while at Dow (1995-99), and held positions at Rhodia (Laboratory Manager, Latex & Specialty Polymers (1989-95) and Development Chemist, exterior latex paints at Benjamin Moore & Co. (1979-82). Mr.



Hirsch consults to organizations to provide mentoring, coaching and leadership training, as well as the facilitation of problem solving teams.

**Next session:** Thu. March 24, 2016 at 10 a.m. ET / 4 p.m. CET - [Your local time](#)

### Fee:

	Regular Access	Group / Multi Access
<b>Number of attendees</b>	Up to 3 attendees	Up to 10 attendees
<b>Number of connections</b> (1 Internet Access)	1 connection	Up to 3 connections
<b>Fee</b> ( <a href="#">Currency Converter</a> )	€ 290	€ 580

SpecialChem is not accountable for users' costs linked to participating in the Online Course, including but not limited to the phone and Internet connection fees. We provide local phone numbers when available.

### Your registration includes:

- **Pdf slides** at least 24h before the live session
- **1h online short course** by an independent expert
- Live interaction with the expert during the **30-minute Q&A session**
- **Q&A Transcript** when you submit your feedback on the course
- **Expert contact details** to further discuss your projects

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- **2000 of your peers** are trained by us every year
- **97% satisfied attendees** in 2015

### Tips to optimize cost of attending

- 1- **Attend with your colleagues:** a REGULAR access allow 3 attendees sharing the same connection
- 2- Purchase **Online Course Credits** in advance, you can save
  - ✓ up to 30% with the 5 OC Credits option
  - ✓ up to 55% with the 10 OC Credits option.
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## Attending an Online Course is EASY !

