



April 23rd, 2021

LASCT Educational Zoom Webinar

“Rheology - Chemistry, Theory, Mechanism, Application”

This presentation on Rheology reviews the basic principles of rheology including its definition and its influencers - chemical structure, morphology, and environmental conditions. The impact by various deformation forces including compression, tension and shear will be examined to demonstrate flow and viscosity profiles as a function of stress, temperature and time. An examination of the chemistry of commercial rheological agents will help clarify their efficacy in various formulation types including waterborne and solventborne systems.



- **Sam Morell, Founder of samMorell.com**
- **Webinar Date: April 23rd, 2021**
- **Time: 10:00-11:00 AM, Pacific Time**

Sam Morell is a Chemical Engineering graduate of New York University and founder of samMorell.com; a specialty chemicals consulting firm. His work experience includes both technical and marketing positions at Rohm and Haas, BASF and Air Products and Chemicals. Mr. Morell has authored numerous technical articles on additives, pigments, and resins in a wide array of publications including PCI Magazine, Coatings World, The American Ink Maker, and Adhesives Age. He has also presented technical papers, short courses and workshops at various regional, national and international symposiums including The American Coatings Show, The Waterborne Symposium, The European Coatings Show and Coatings Trends and Technologies.

Free to LASCT Members. For non-members, please see below for registration fees.

Email LASCT to sign up no later than April 22, 2021 to get your webinar link at: LASCT@earthlink.net

- \$0 – One LASCT member registration for this online seminar.
- \$27.50 - One Non-LASCT member registration for this online seminar.
- \$55.00 – LASCT membership which includes free online seminar and free future online seminars.
- \$100.00 – LASCT non-member 5 pack registration for online seminars.