



**March 22<sup>nd</sup>, 2023**

## **LASCT Educational Zoom Webinar**

### **“Demystifying Tg and MFFT in Waterborne Film Formation”**

There are many factors that influence good film formation of waterborne coatings whether the polymer chemistry is based on all acrylic, styrene acrylic, vinyl acetate, etc. The glass transition temperature, or Tg, of the polymer and the minimum film formation temperature, or MFFT, of the coating formulation depend on many variables including monomer composition, polymer particle size, coalescing agents, hydroplasticization, application temperature, etc. This presentation will initially review the waterborne film formation process and subsequently dive deeper into an understanding of the differences between Tg and MFFT as well as the factors that influence each of those parameters.



- **Sam Morell, Founder of [samMorell.com](http://samMorell.com)**
- **Webinar Date: March 22<sup>nd</sup>, 2023**
- **Time: 1:00-2:00 PM, Pacific Time**

Sam Morell is a Chemical Engineering graduate of New York University and founder of [samMorell.com](http://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 fee.**

**Email LASCT to sign up no later than Mar 21, 2023 to get your webinar link at: [LASCT@earthlink.net](mailto:LASCT@earthlink.net)**

- \$0 – One LASCT member registration for this online seminar.
- \$25.00 - One Non-LASCT member registration for this online seminar.