

# 4 TRAITS OF A GREAT TiO<sub>2</sub> SUPPLIER

**The importance of TiO<sub>2</sub>** to your products is undeniable. It's a fundamental part of coating, plastic, and laminate applications across a variety of industries worldwide. TiO<sub>2</sub> 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 TiO<sub>2</sub> supplier, consider these 4 key traits

The TiO<sub>2</sub> market of today is NOT what is used to be. It's more dynamic than ever. And customers now require innovative solutions and collaborative partnerships. **Is your supplier keeping up or are they stuck in the past?**

## 1 RELIABILITY

The market is dynamic and when TiO<sub>2</sub> 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 TiO<sub>2</sub> 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 TiO<sub>2</sub> 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 TiO<sub>2</sub> 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  
**TiO<sub>2</sub>**  
MARKET

## SUPPLIERS MUST DO MORE THAN JUST SUPPLY

Chances are that TiO<sub>2</sub> impacts your business in a big way. Whether you're helping architectural coatings last longer or producing durable packaging, a TiO<sub>2</sub> 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.

