

# 水性建筑涂料 解决方案

—  
SOLUTION FOR WATER-BASED  
BUILDING COATINGS

**ETON**—**滕**<sup>®</sup>  
HPMC HEMC HPS

**ETON**—**滕**<sup>®</sup> / SHANDONG ETON NEW MATERIAL CO.,LTD  
HPMC HEMC HPS



山东一滕新材料股份有限公司隶属于山东一滕集团，位于山东省肥城市石横镇化工产业园区，占地 1000 余亩，员工 500 余人，是中国纤维素行业协会副理事长单位，也是《GB/T 34263-2017 工业用羟丙基甲基纤维素》及《GB/T 35928-2018 聚阴离子纤维素》两项国家标准的第一起草单位，《JC/T 2190-2013 建筑干混砂浆用纤维素醚》行业标准的参与起草单位。公司先后荣获国家高新技术企业、工信部首批国家绿色工厂、HPMC 国家制造业单项冠军企业、国家知识产权优势企业、国家级专精特新“小巨人”企业、国家级博士后科研工作站、山东省瞪羚企业、山东省技术创新示范企业、山东省优秀企业等荣誉。

公司主要生产建材级、食品级、医药级等各类纤维素醚系列产品，设计产能 5 万吨，是同时具备纤维素醚和淀粉醚系列产品生产能力的重要厂家，品类齐全、应用广泛。主导产品有：羟丙基甲基纤维素（HPMC）、羟乙基甲基纤维素（HEMC）、羟丙基淀粉醚（HPS）等，广泛应用于建材、陶瓷、食品、医药、化妆品、军工等领域，销售遍及全国，远销海外。

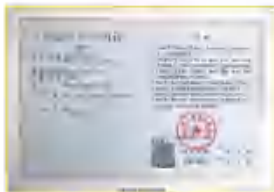
公司建有独立的研发技术中心，拥有山东省工程实验室（工程研究中心）、山东省企业技术中心、院士工作站等研发创新平台，起草国家、行业、省地方标准 5 项，先后取得专利授权 40 余件。

公司深入践行绿色发展理念，建有先进的 MVR 污水处理系统，建成污泥焚烧发电项目，污水处理达标排放，污泥焚烧变废为宝，沼气回收再利用，电能、蒸汽“反哺”生产，形成了绿色循环生态圈。

公司全面聚焦客户价值，走产品差异化发展战略，打造核心产品，搭建“专家+TS+业务经理”全方位技术服务培训体系，加快产品、技术、管理升级，全面落实建材与高端、渠道与终端、内销与外销各占 50%的“三个五”发展战略，力争五年打造成为亚洲乃至世界具有核心竞争力的纤维素醚研发生产基地。



## 资质证书



食品生产许可证



MUI 清真认证



SHC 清真认证



犹太认证



Shandong ETON new materials Co., Ltd., a subsidiary of Shandong Yiteng group, is located in the chemical industry park, Shiheng Town, Feicheng City, Shandong Province. It covers an area of more than 1000 mu and has more than 500 employees. It is the vice chairman unit of China cellulose industry association and the first drafter of two national standards, namely GB/T 34263-2017 hydroxypropyl methyl cellulose for industrial use and GB/T 35928-2018 polyanionic cellulose. The unit participating in drafting the industrial standard JC/T 2190-2013 cellulose ether for building dry mixed mortar. The company has successively won the honors of national high-tech enterprise, the first batch of national green factories of the Ministry of industry and information technology, HPMC national manufacturing single champion enterprise, national intellectual property advantage enterprise, national specialized and new "little giant" enterprise, national postdoctoral scientific research workstation, Shandong gazelle enterprise, Shandong technological innovation demonstration enterprise, Shandong excellent enterprise, etc.

The company mainly produces building material grade, food grade, pharmaceutical grade and other cellulose ether series products, with a design capacity of 50000 tons. It is an important manufacturer with the production capacity of cellulose ether and starch ether series products at the same time, with complete categories and wide applications. The leading products are: hydroxypropyl methyl cellulose (HPMC), hydroxyethyl methyl cellulose (HEMC), hydroxypropyl starch ether (HPS), etc., which are widely used in building materials, ceramics, food, medicine, cosmetics, military industry and other fields, and are sold all over the country and exported overseas.

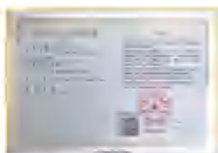
The company has established an independent R & D technology center, has R & D and innovation platforms such as Shandong Engineering Laboratory (Engineering Research Center), Shandong enterprise technology center and academican workstation, drafted 5 national, industrial and provincial local standards, and has successively obtained more than 40 patent authorizations.

The company has deeply practiced the concept of green development, built an advanced MVR sewage treatment system, and built a sludge incineration power generation project. The sewage treatment meets the discharge standards, sludge incineration turns waste into treasure, biogas recycling, and power and steam "back feeding" production, forming a green circular ecosystem.

The company has fully focused on customer value, followed the product differentiation development strategy, created core products, set up a comprehensive technical service training system of "experts +TS+ business managers", accelerated the upgrading of products, technologies and management, and fully implemented the "three five" development strategy of building materials and high-end products, channels and terminals, and domestic and export sales accounting for 50% respectively, Strive to build a cellulose ether R & D and production base with core competitiveness in Asia and even the world within five years.



## Qualification Certificate



Food Production Licence



MUI Halal Certification



SHC Halal Certification



Kosher Certificate

# MELLUTEL 美乐泰 (HEMC)

## 羟乙基甲基纤维素醚

**MELLUTEL 美乐泰**®羟乙基甲基纤维素HEMC涂料用纤维素醚是山东一滕推出专用于水性涂料的纤维素醚产品，以天然高分子材料为原料经过化学加工制成，在涂料产品应用中具有较高的性价比。

**MELLUTEL 美乐泰**®HEMC Cellulose ether for coatings is a cellulose ether product launched by Shandong ETON specifically for water-based coatings, Made from natural polymer materials through chemical processing it has a high cost-effectiveness in the application of coating products.

**MELLUTEL 美乐泰**®HEMC产品应用于水性涂料产品可以使涂料更加均匀，提高涂料的附着力和耐久性，为产品增稠改善施工性能增加产品的稠度，延缓涂料中水分蒸发速度，防止颜料沉淀结块，提高涂膜的光滑度和平整性。

**MELLUTEL 美乐泰**®The application of HEMC products in water-based coating products can make the coating more uniform improve the adhesion and durability of the coating, thicken the product, improve the construction performance increase the viscosity of the product delay the evaporation rate of water in the coating prevent pigment precipitation and clumping, and improve the smoothness and smoothness of the coating film.

同时**MELLUTEL 美乐泰**®HEMC产品型号丰富，可以满足不同客户的选择，并可以为客户其提供DIY定制研发服务适用于各种中高端水性涂料产品。

Meanwhile **MELLUTEL 美乐泰**®HEMC has a wide range of product models which can meet the choices of different customers and provide DIY customized research and development services, suitable for various mid to high end water-based coating products.

### 技术指标 TECHNICAL INDEX

型号 Model	粘度 Viscosity	产品特性 Characteristics
EM40MS	40000 cps	增稠效果好 Good thickening effect
EM100MS	100000 cps	良好的储存稳定性 Good storage stability
EM150MS	150000 cps	优异的分散性和溶解性 Excellent dispersibility and solubility
EM200MS	200000 cps	优异的防霉稳定性 Excellent enzyme stability
		优异的绿色环保性 Excellent green environmental protection



## Application in the paint industry

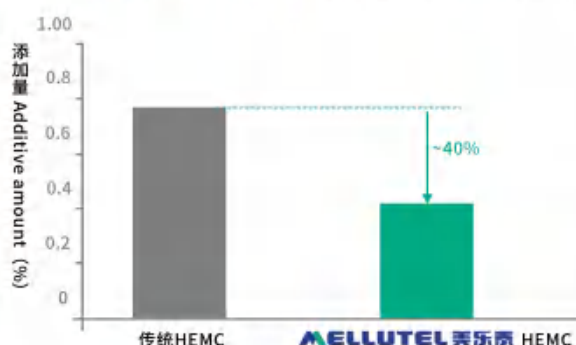
### 水性涂料行业应用指南

#### 高效增稠性能 High thickening effect

**MELLUTEL美乐泰** HEMC相较于其他纤维素醚产品，增稠效果更佳，且可以有效的提高配方的经济性，从而有效的降本增效。

**MELLUTEL美乐泰** HEMC Compared to other cellulose ether products has a better thickening effect and can effectively improve the economy of the formula, thereby effectively reducing costs and increasing efficiency.

**MELLUTEL美乐泰** 产品与传统纤维素醚中的粘度对比  
**MELLUTEL美乐泰** Comparison of viscosity with traditional cellulose ethers



在推荐配方中美乐泰HEMC可以节省约30% - 40%的用量下实现几乎一致的粘度

In the recommended formula MELLUTEL HEMC can achieve almost consistent viscosity while saving approximately 30% - 40% of usage.

#### 优异的分散性和溶解性 Excellent dispersibility and solubility

**MELLUTEL美乐泰** HEMC产品是经过工艺处理，有效提升产品冷水速溶能力及防止在水中结团的现象，保证HEMC粉末的充分分散溶解。

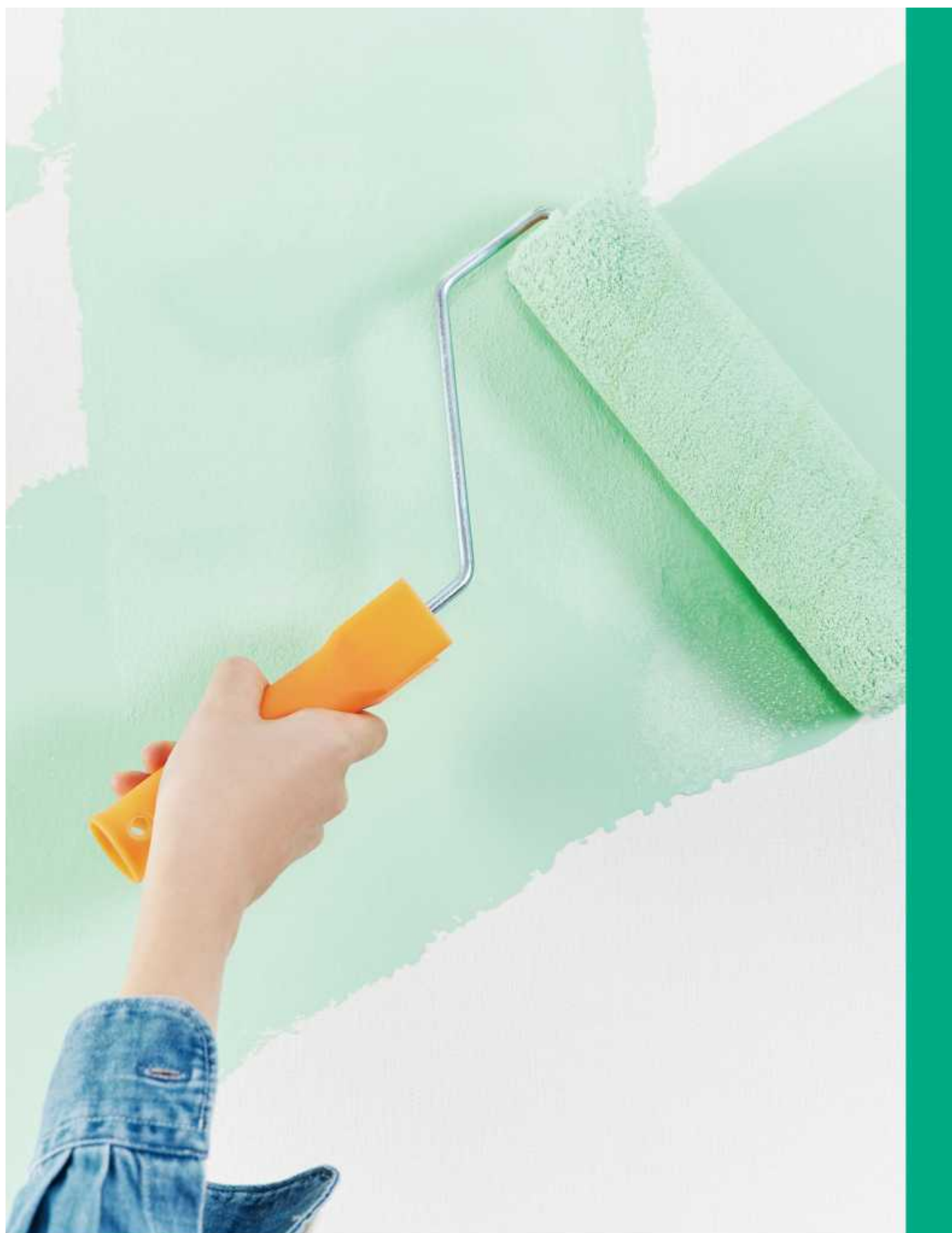
**MELLUTEL美乐泰** HEMC products undergo process treatment which can effectively enhance their cold water solubility and prevent agglomeration in water, ensuring the full dispersion and dissolution of HEMC powder.



溶解性差的纤维素醚水溶液刮卡  
Water solution coating card made from cellulose ether with poor solubility



**MELLUTEL美乐泰** HEMC水溶液刮卡  
**MELLUTEL美乐泰** HEMC Aqueous solution scraping card



**ETON**一滕®  
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**ETON**—**滕**®

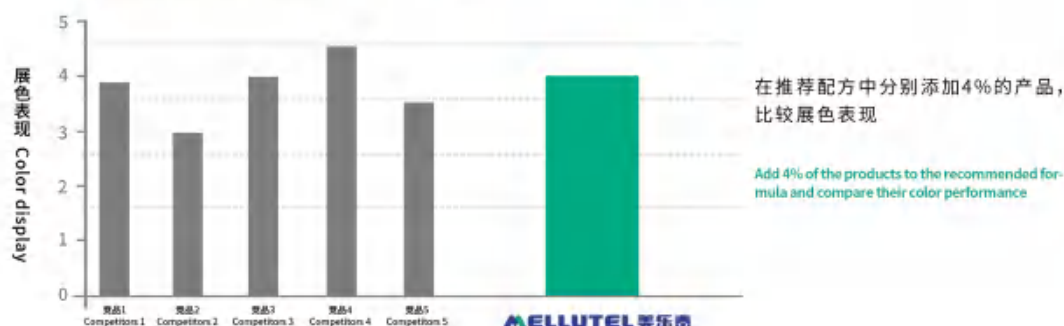
HPMC HEMC HPS

## 优异的色浆稳定性 Excellent color paste stability

**MELLUTEL美乐泰**®羟乙基甲基纤维素醚与同类产品相比，因其独特的生产工艺，拥有更加出色的色浆稳定性，并且其调色后可以更高的保持其产品粘度。

**MELLUTEL美乐泰**® HEMC Compared with similar products, due to its unique production process, it has better color paste stability, And after color adjustment, it can maintain its product viscosity even higher.

**MELLUTEL美乐泰**® 产品与竞品的展色表现  
**MELLUTEL美乐泰**® Color display of products and competitors



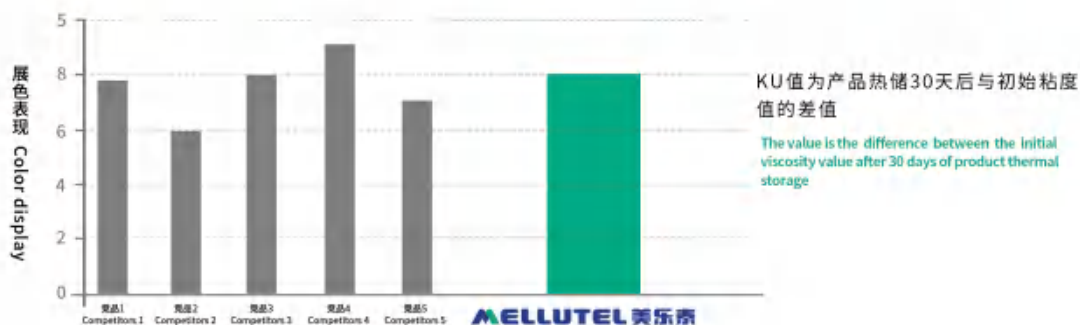
仅供参考 (For reference only)

## 优异的存储稳定性 Excellent storage stability

**MELLUTEL美乐泰**® HEMC因独特的加工工艺使产品具有较为优异产品粘度稳定性，保证了涂料产品的存储稳定性。

**MELLUTEL美乐泰**® HEMC Due to its unique processing technology, the product has excellent viscosity stability, ensuring the storage stability of coating products.

**MELLUTEL美乐泰**® 产品与竞品在乳胶漆中热储30天后的粘度变化情况  
**MELLUTEL美乐泰**® Changes in viscosity of products and competitors after 30 days of thermal storage in latex paint



仅供参考 (For reference only)



## 优异的产品稳定性 Excellent color paste stability

**MELLUTEL美乐泰**® 羟乙基甲基纤维素醚与同类产品相比, 因其特殊的生产工艺, 可以有效的提供产品的稳定性

**MELLUTEL美乐泰**® HEMC Compared with similar products, due to its special production process, it can effectively provide product stability performance.

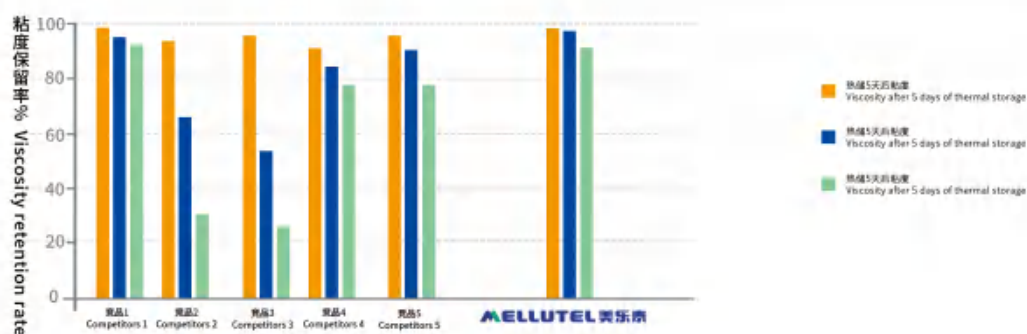
### HEMC羟乙基甲基纤维素防酶测试方法

1. 溶解成3%的水溶液, 测试初始粘度
2. 加入定量的生物酶溶液。
3. 测试5天、14天、30天后粘度
4. 粘度剩余百分比 = \*天后粘度/初始粘度x100%

HEMC Anti enzyme testing method.

1. Dissolve into a 3% aqueous solution and test the initial viscosity
2. Add a quantitative enzyme solution.
3. Test viscosity after 5 days, 14 days, and 30 days
4. Residual viscosity percentage = \*After day viscosity/initial viscosity x100%

3%纤维素醚水溶液稳定性测试  
Stability testing of 3% cellulose ether aqueous solution



仅供参考 (For reference only)

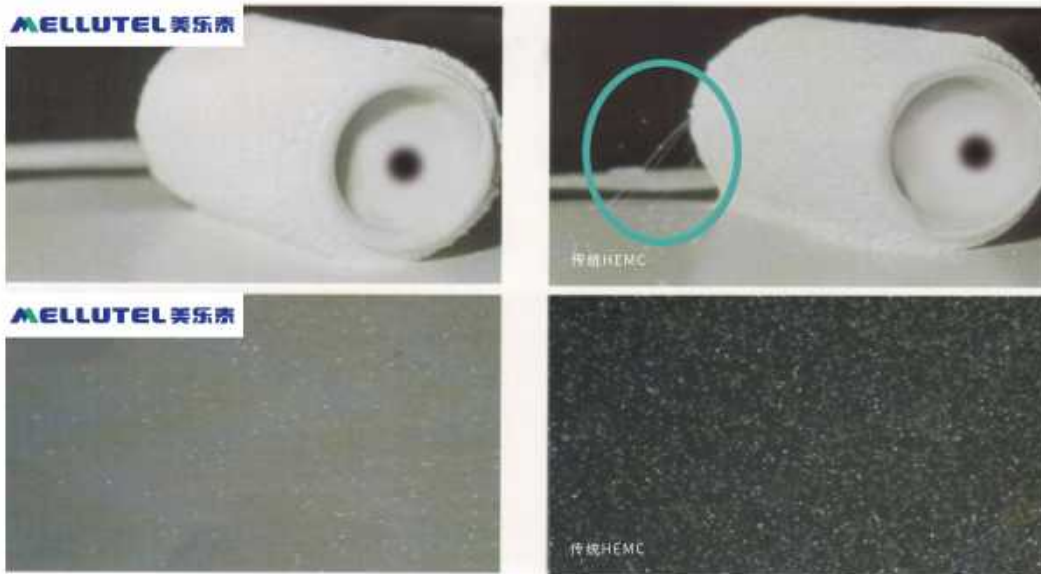


**ETON一滕**®  
HPMC HEMC HPS

## 优异的施工性能 Excellent constructability

**MELLUTEL美乐泰**®羟乙基甲基纤维素醚与同类产品相比，因其特殊的生产工艺，具有优异的施工性能。

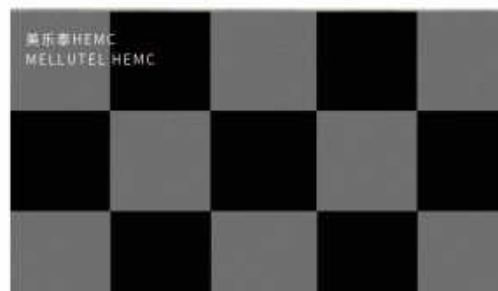
**MELLUTEL美乐泰**® HEMC Compared with similar products, it has excellent construction performance due to its special production process.



## 提高施工遮盖力

**MELLUTEL美乐泰**®羟乙基甲基纤维素醚改善了涂料的流动性，提升了涂料的遮盖力。

**MELLUTEL美乐泰** HEMC Improved the fluidity of the coating and enhanced its covering power.





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客服热线 400-638-9966  
国内销售 0538-336-8888  
国外销售 0538-336-6213  
邮箱 INFO@SDETON.COM  
地址 山东省肥城市石横镇八号路西

Brand promotion 400-638-9966  
Domestic Sales 0538-336-8888  
Overseas Sales 0538-336-6213  
E-mail info@sdeton.com  
Add: West of No.8 Road, Shiheng Town, Feicheng City, Shandong Province

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