

Rheology –Principles & Application

2026 NAPIM Summer Course

July 29, 2026

by Saeid Savarmand, Ph.D.
Scientist
Sun Chemical Corporation
631 Central Ave, Carlstadt, NJ 07072
(201) 933-4500 #1311
saeid.savarmand@sunchemical.com



Outline



What is the position of rheology?

Classification of non-Newtonian fluids

Rheological Parameters

- Steady Shear
- Oscillatory Sear
- Extensional Flow

Examples



What is the position of rheology? What Is Rheology?

- ❑ Rheology is the study of the Deformation and Flow of matter
- ❑ Rheology is the study of the flow of materials that behave in an interesting or unusual manner.
 - Oil and water flow in familiar, normal ways
 - Mayonnaise, peanut butter, chocolate, bread dough and silly putty flow in complex and unusual ways.
 - Mayonnaise vs. Honey

Generally, the Rheology focuses on the
Resistance of Material against Flow

The two types of material resistances against flow (I)

□ Frictional Resistance (Viscosity) η

- Consider a brick on an asphalt surface.
- Once a force F is applied, the brick will resist against it with **friction** F_f .
- This is a frictional resistance.
- Viscosity is the material resistance that emerges due to friction between the layers of the fluid.

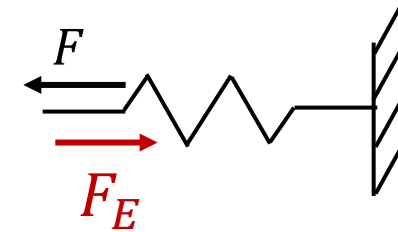


For the materials that only show frictional resistance against flow, that resistance is called the “**Viscosity**”.

The two types of material resistances against flow (II)

□ Elastic Resistance (Elastic Modulus) G

- Consider a spring attached to the wall.
- Once a force F is applied, the spring will resist against it with an **elastic force** F_E .
- This is an **elastic resistance**.



For the materials that have elastic behavior, not considering the **elastic resistance** means ignoring one side of the material properties, which will cause issues in applications and end-use properties of the materials.

Characteristics of each Material Resistance Type

☐ Frictional (Viscous) Resistance

- Wastes energy
- More relevant in slow processes



☐ Elastic Resistance

- Stores energy
- More relevant in fast processes



Viscoelasticity is the balance between the **frictional (viscous)** and **elastic resistances** of the material against the flow.

Why Rheology?



❑ States of matter

- Solid, Liquid and Gas
- Plasma (at extremely high temperature)
- Bose-Einstein Condensate (at extremely low temperature)

❑ Classical definition of “liquid” as opposed to “solid”

- A “fluid” is any substance that deforms continuously under the application of an arbitrarily small shearing force

❑ With this definition

- Mayonnaise is a solid, since it holds against gravity
- Glass is a liquid (!), since it creeps, albeit ever so slowly, against forces even much weaker than gravity

Clearly the classical definition is inadequate.
That is why Rheology comes into the picture.



➡ Definitions:

- ❑ Complex fluids are
 - substances that flow at modest stresses
- ❑ By flow, it is meant
 - a smooth deformation on a humanly accessible time scale

➡ Examples:

- ❑ A piece of ceramic **does not flow**; it **deflects** under modest loads, and it **fractures** under great ones
- ❑ Peanut butter flows rather smoothly when a child pushes a butter knife across it

Many materials fall well within the given rough definition, and they are worthy of a title



- ➔ Characteristic Feature of Complex Fluids
 - Much larger molecular/structural length scales than simple liquids and simple solids
 - 🏭 Polymers
 - 🏭 Polymer gels
 - 🏭 Particulate suspensions
 - 🏭 Particulate gels
 - 🏭 Foams, emulsions and blends
 - 🏭 Surfactant solutions
 - 🏭 Block copolymers
 - 🏭 Electro- and magnetoresponsive suspensions, etc.



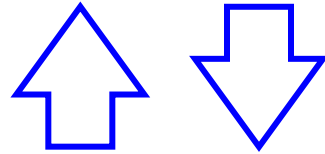
Rheology is a "TOOL" to

- 🎬 Characterize various materials
 - Material fingerprint
- 🎬 Classify various families of materials
- 🎬 Formulate each material family
 - Constitutive Equations



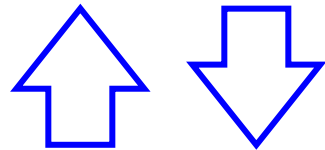
Rheology is a "BRIDGE"

Molecular structure



- Molecular Weight & MWD
- Particle Size & PSD
- Chain branching and cross-linking
- Interaction of fillers with matrix polymer
- Single or multiphase structure

Rheological Properties (as a function of)



- Force
- Relative motion
- Temperature

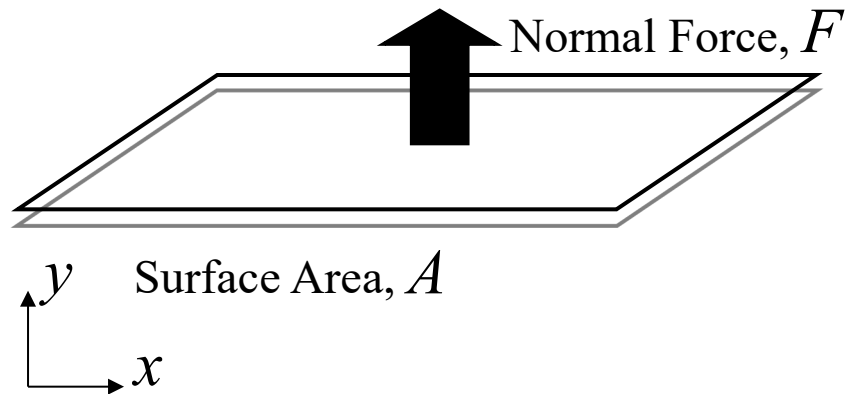
Runnability (Processibility) & Product Performance

Material Characterization



Stress, Force per Area

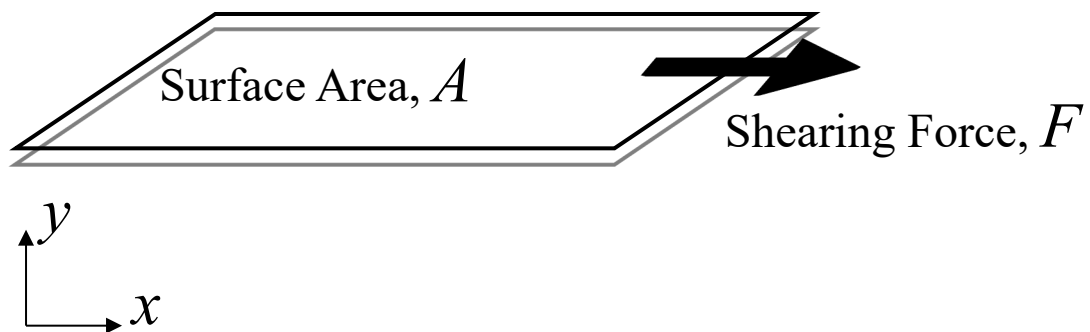
□ Normal Stress



$$\frac{F}{A} = \text{Normal Stress}$$

$$\frac{F_y}{A_y} = \text{Normal Stress} = \tau_{yy}$$

□ Shear Stress



$$\frac{F}{A} = \text{Shear Stress}$$

$$\frac{F_x}{A_y} = \text{Shear Stress} = \tau_{yx}$$

Units of Stress [Pa] $\equiv$ [N/m²] $\equiv$ [10 dynes/cm²]

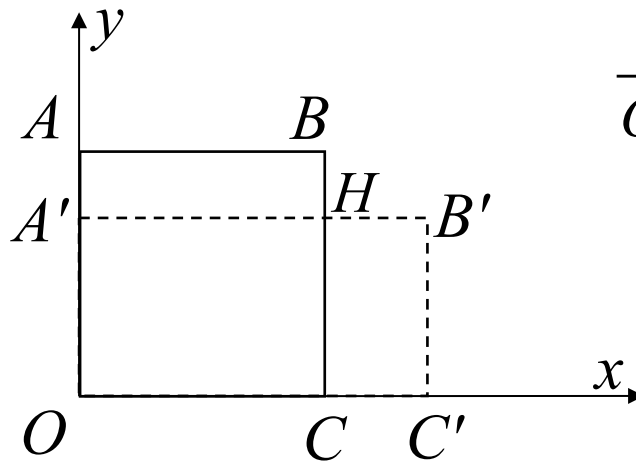
Extensional Strain & Extensional Rate



□ Extensional (Elongational) Strain

➤ (Intensity of) Extensional Deformation

Extensional Deformation = $HB' = du_x$ = Extensional Displacement



$$\begin{aligned}\frac{HB'}{OC(=AB)} &= \text{Extensional Deformation Intensity} \\ &= \text{Extensional Strain} \\ &= \varepsilon \\ &= \frac{du_x}{dx}\end{aligned}$$

□ Extensional (Elongational) Rate

➤ Rate of change of Extensional strain with time

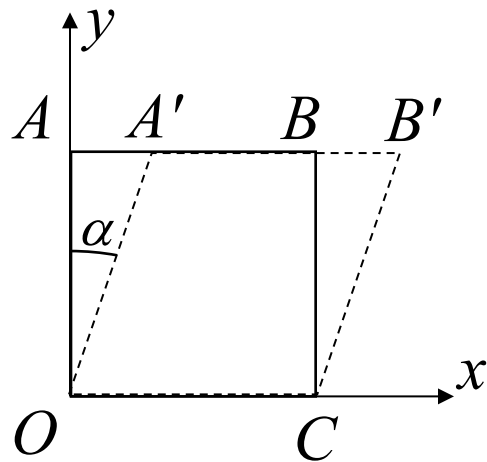
$$\dot{\varepsilon} = \frac{d\varepsilon}{dt} = \frac{d}{dt} \left(\frac{du_x}{dx} \right) = \frac{d}{dx} \left(\frac{du_x}{dt} \right) = \frac{dv_x}{dx}$$

Shear Strain & Shear Rate

□ Shear Strain

➤ (Intensity of) Shear Deformation

Shear Deformation = $AA' = du_x$ = Shear Displacement



$$\frac{AA'}{OA} = \text{Shear Deformation Intensity}$$

= Shear Strain

= $\tan \alpha \cong \alpha \text{ (rad)}$ for $\alpha < 5^\circ$

= γ

$$= \frac{du_x}{dy}$$

Unit of Strain: [no unit]

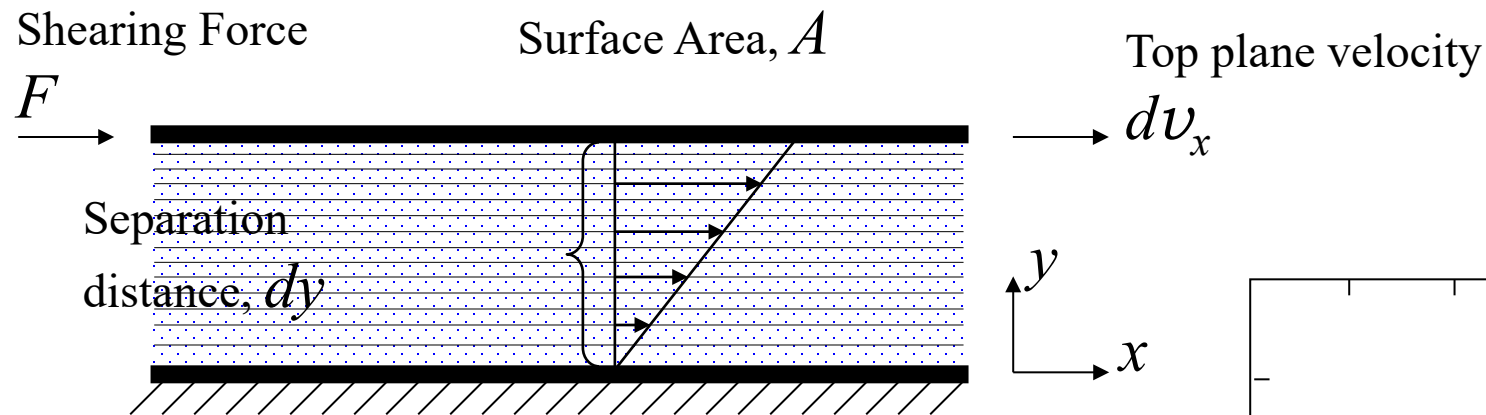
Unit of Rate of Strain: $[s^{-1}]$

□ Shear Rate

➤ Rate of change of shear strain with time

$$\dot{\gamma} = \frac{d\gamma}{dt} = \frac{d}{dt} \left(\frac{du_x}{dy} \right) = \frac{d}{dy} \left(\frac{du_x}{dt} \right) = \frac{dv_x}{dy}$$

Newtonian Fluid

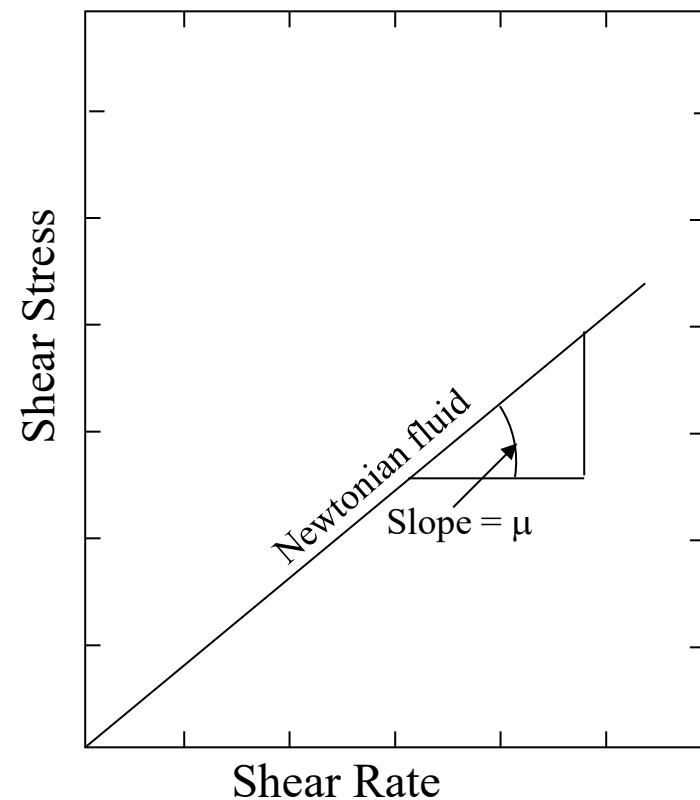


$$\underbrace{\frac{F}{A}}_{\text{Shear Stress}} = \tau_{yx} = \underbrace{\mu \frac{dv_x}{dy}}_{\text{Shear Rate}} = \mu \dot{\gamma}_{yx}$$

Shear Stress

Shear Rate

Units of Viscosity $[\text{Pa}\cdot\text{s}] \equiv [10 \text{ Poise}]$
 $[\text{N}\cdot\text{s}/\text{m}^2] \equiv [10 \text{ dynes}\cdot\text{s}/\text{cm}^2]$
 $[\text{mPa}\cdot\text{s}] \equiv [\text{c. P.}] \equiv [\text{centi Poise}]$



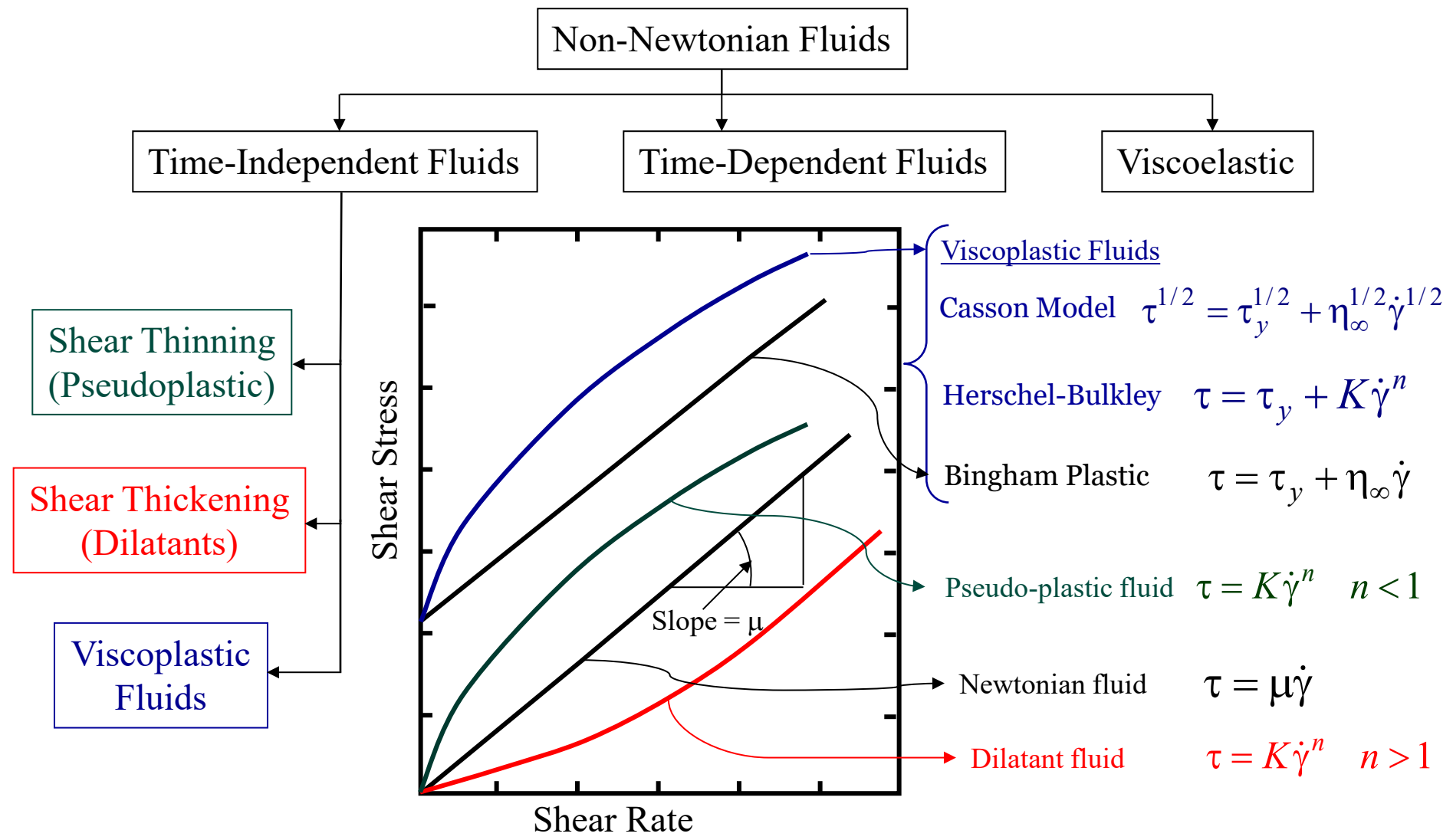


Typical Viscosity Values

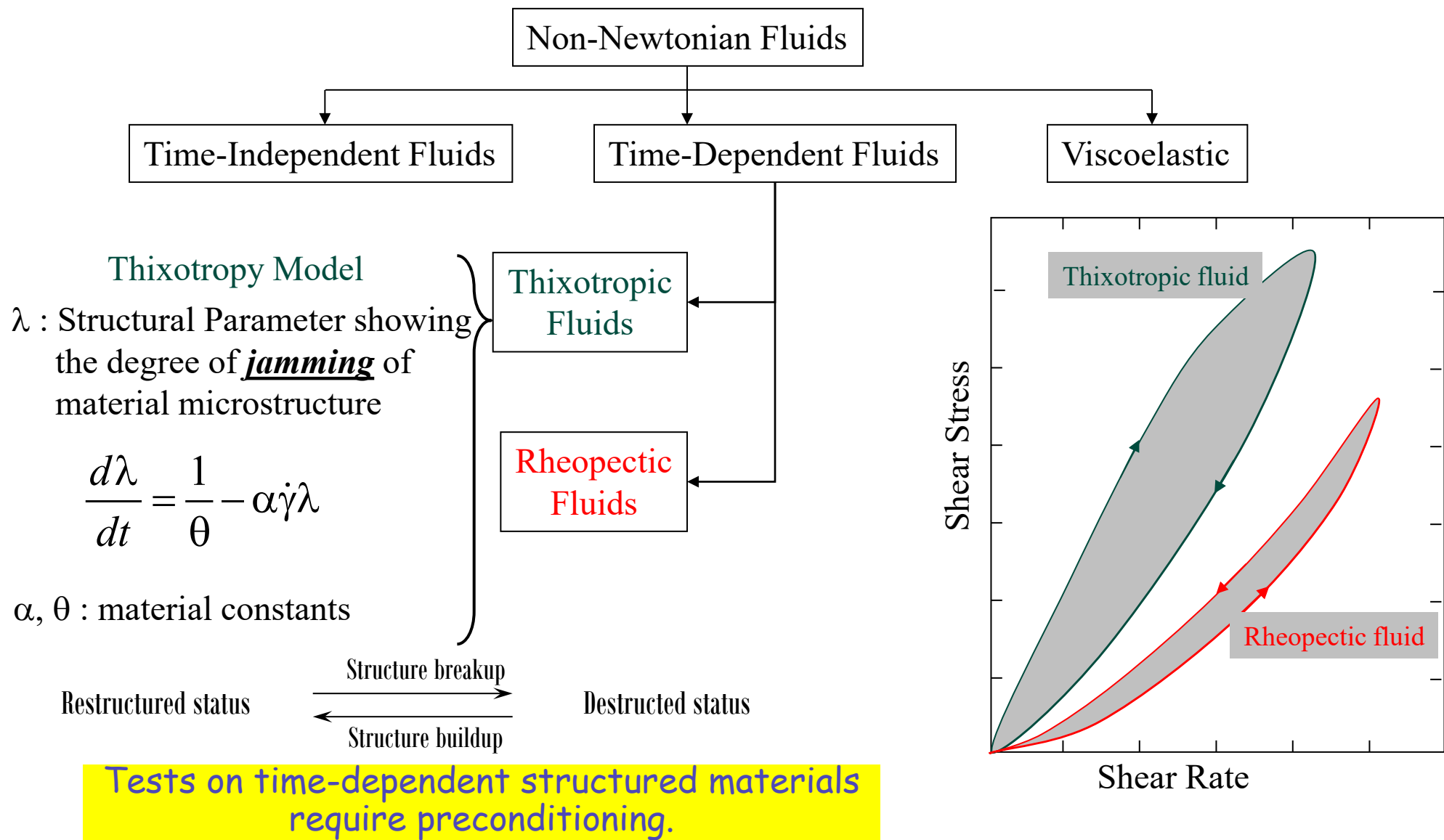
Substance	Newtonian Viscosity at Room Temp. μ (mPa.s or cP)
Air	10^{-2}
Water	1
Olive oil	100
Castor oil	600
100% Glycerin (20 °C)	1500
Honey	10^4
Corn syrup	10^5
Molten polymers	10^6
Bitumen	10^{11}
Molten glass	10^{15}
Glass	10^{43}

cP : centiPoise

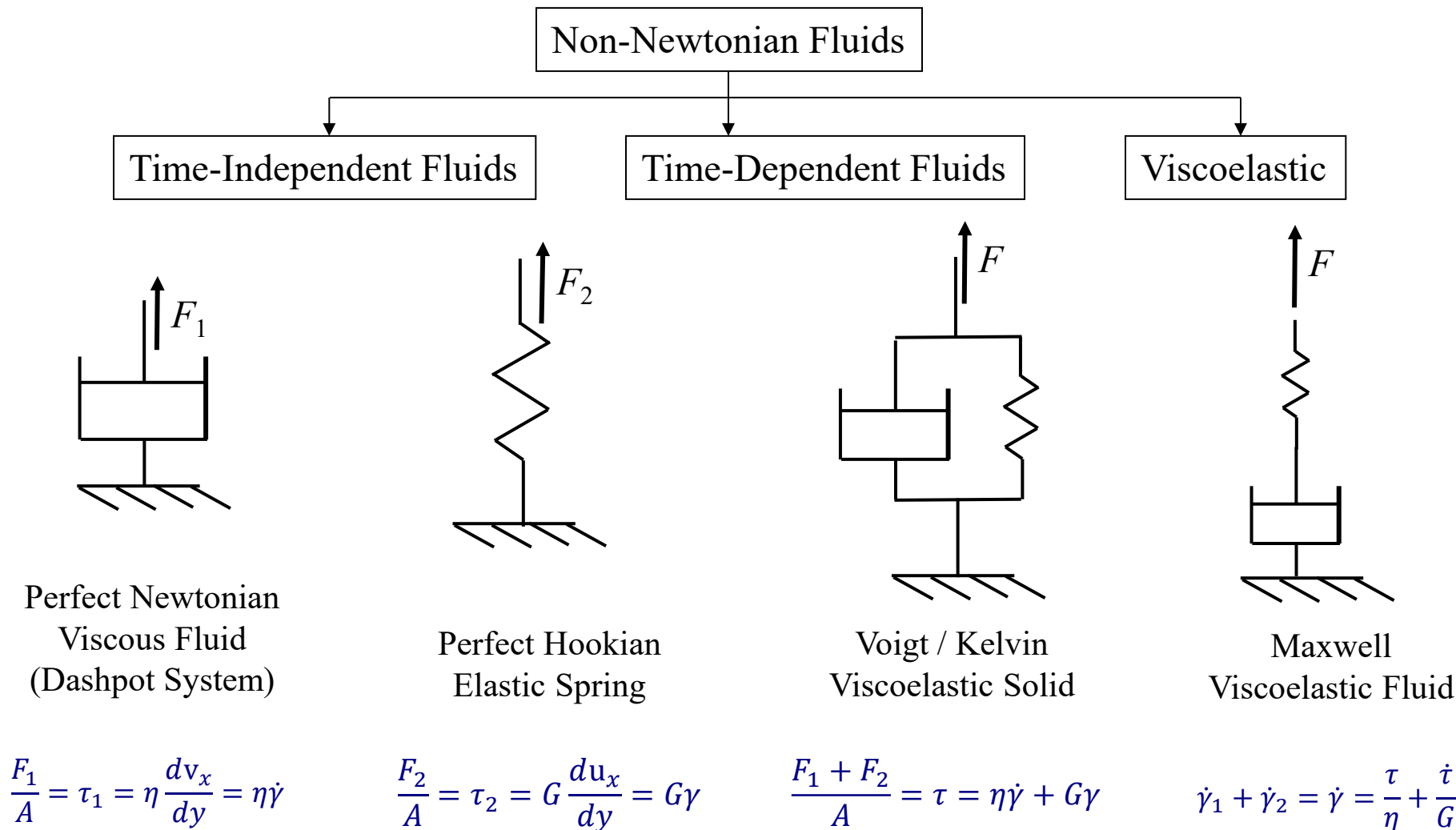
Non-Newtonian Fluids Classification – Time-Independent Fluids



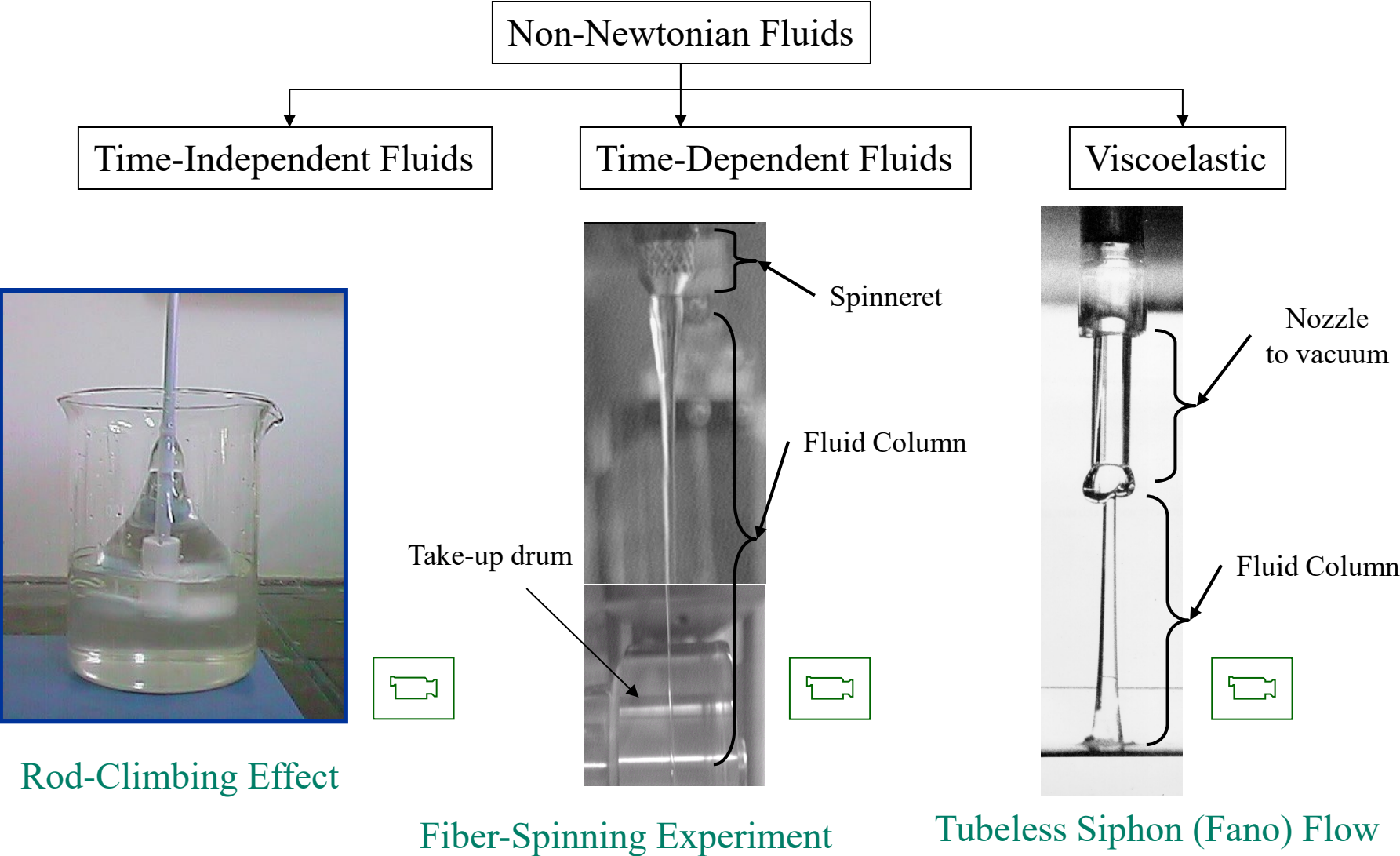
Non-Newtonian Fluids Classification – Time-Dependent Fluids



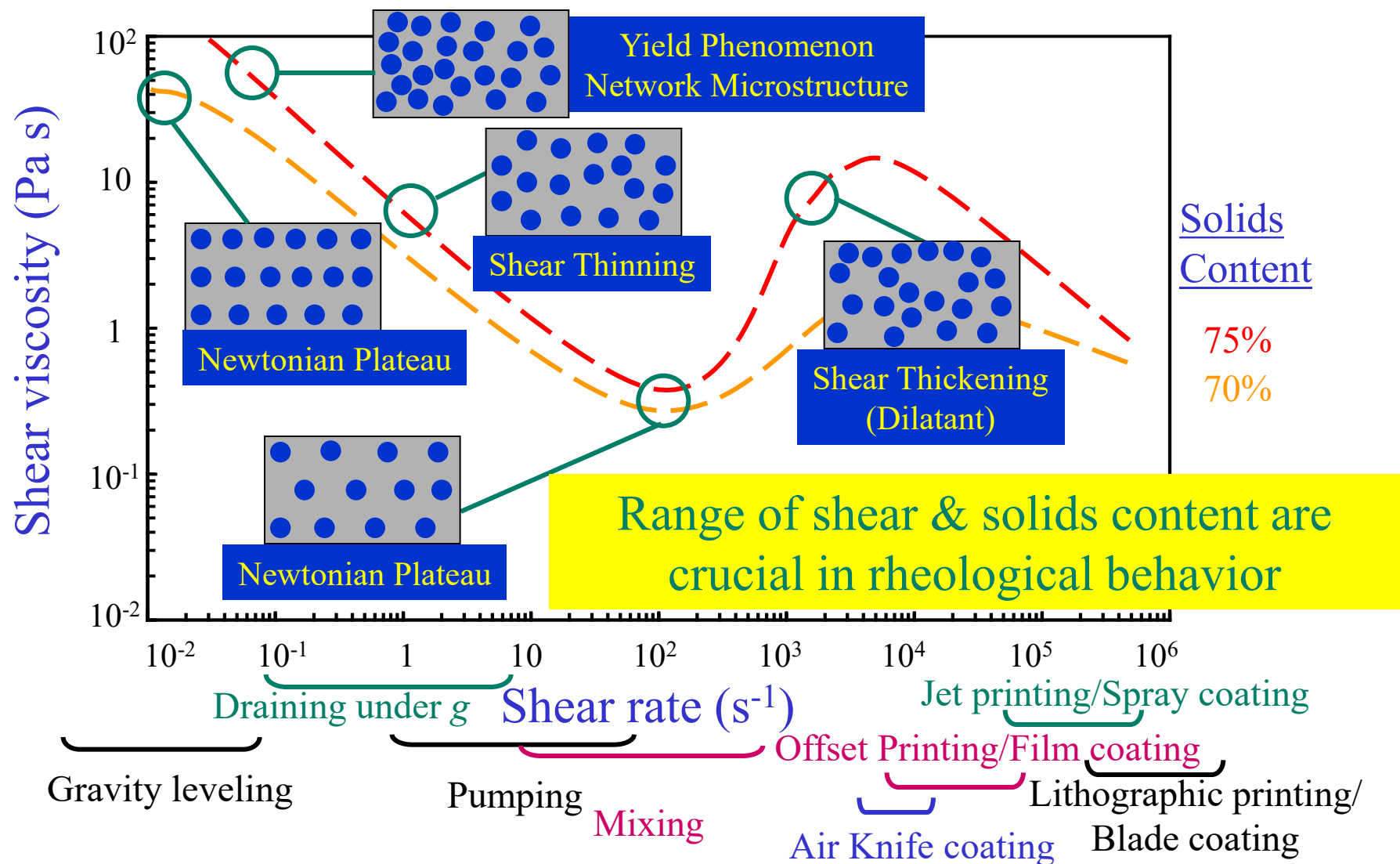
Non-Newtonian Fluids Classification – Viscoelastic Fluids



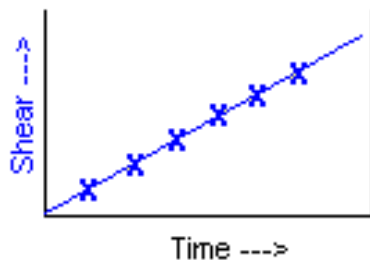
Non-Newtonian Fluids Classification – Viscoelastic Fluids



Rheology & Material Microstructure – Application Ranges

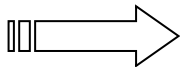


Shear Flow Tests

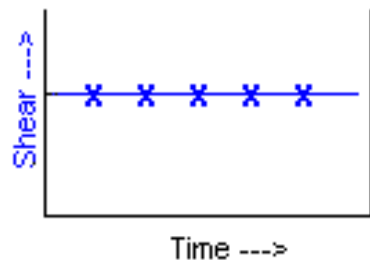


Ramp Test

Continually increasing the shear from a lower value to a higher one in a given time.

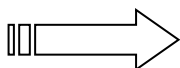


Mainly used to get the hysteresis loop to determine a quick measure of thixotropy.

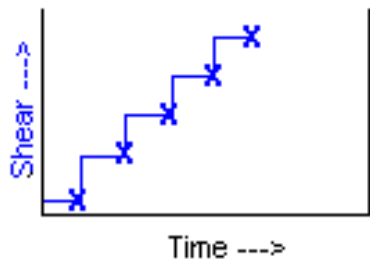


Creep/Startup Test

Holds the shear at a constant given value.

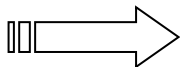


Used to get startup data (in rate control tests) or creep data (in stress control tests).



Stepped Flow Test

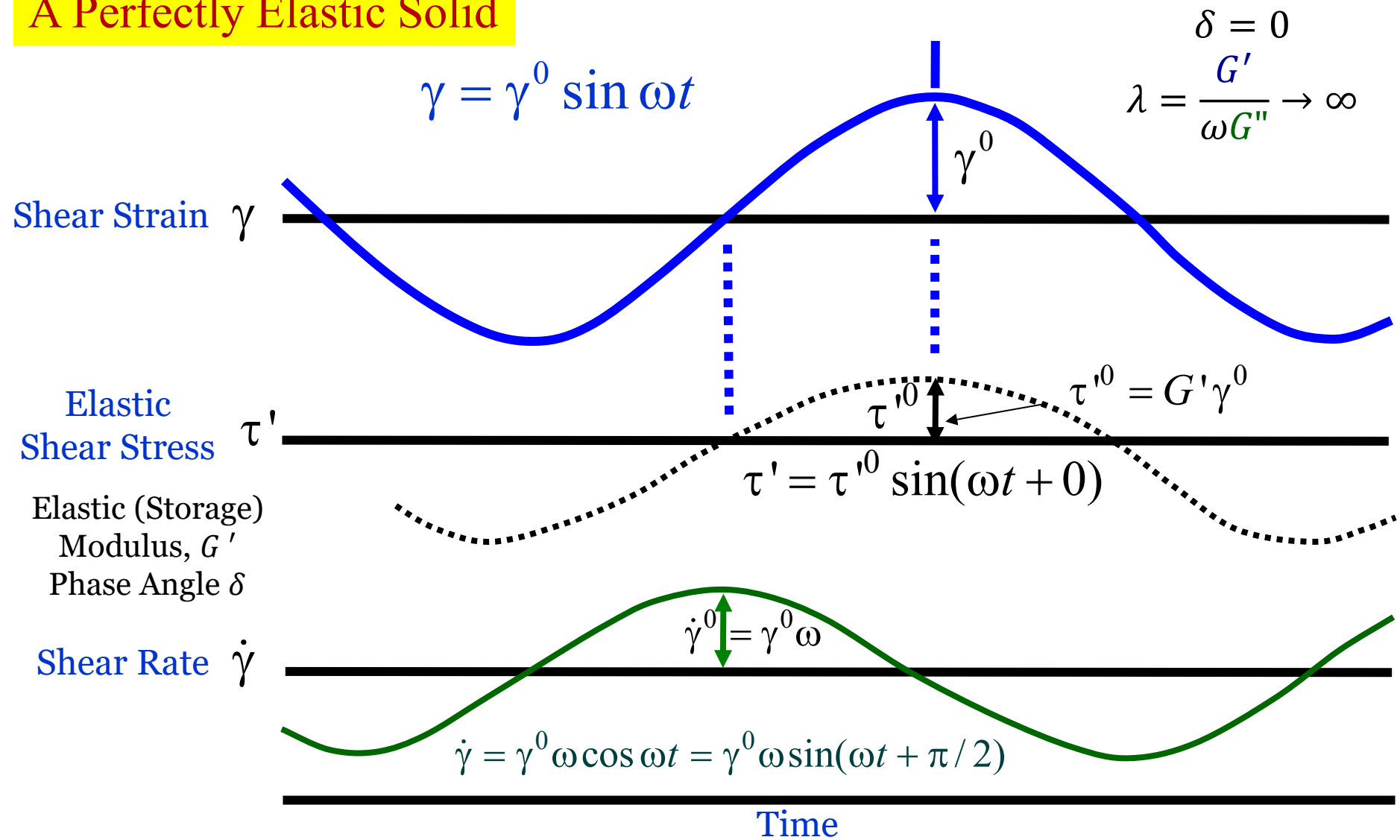
Applying successive shear values in an increasing or decreasing path. Data collected over the last x seconds.



Used to get steady-state flow curves in rate control or stress control modes. Also used to get the hysteresis loop to determine a measure of thixotropy.

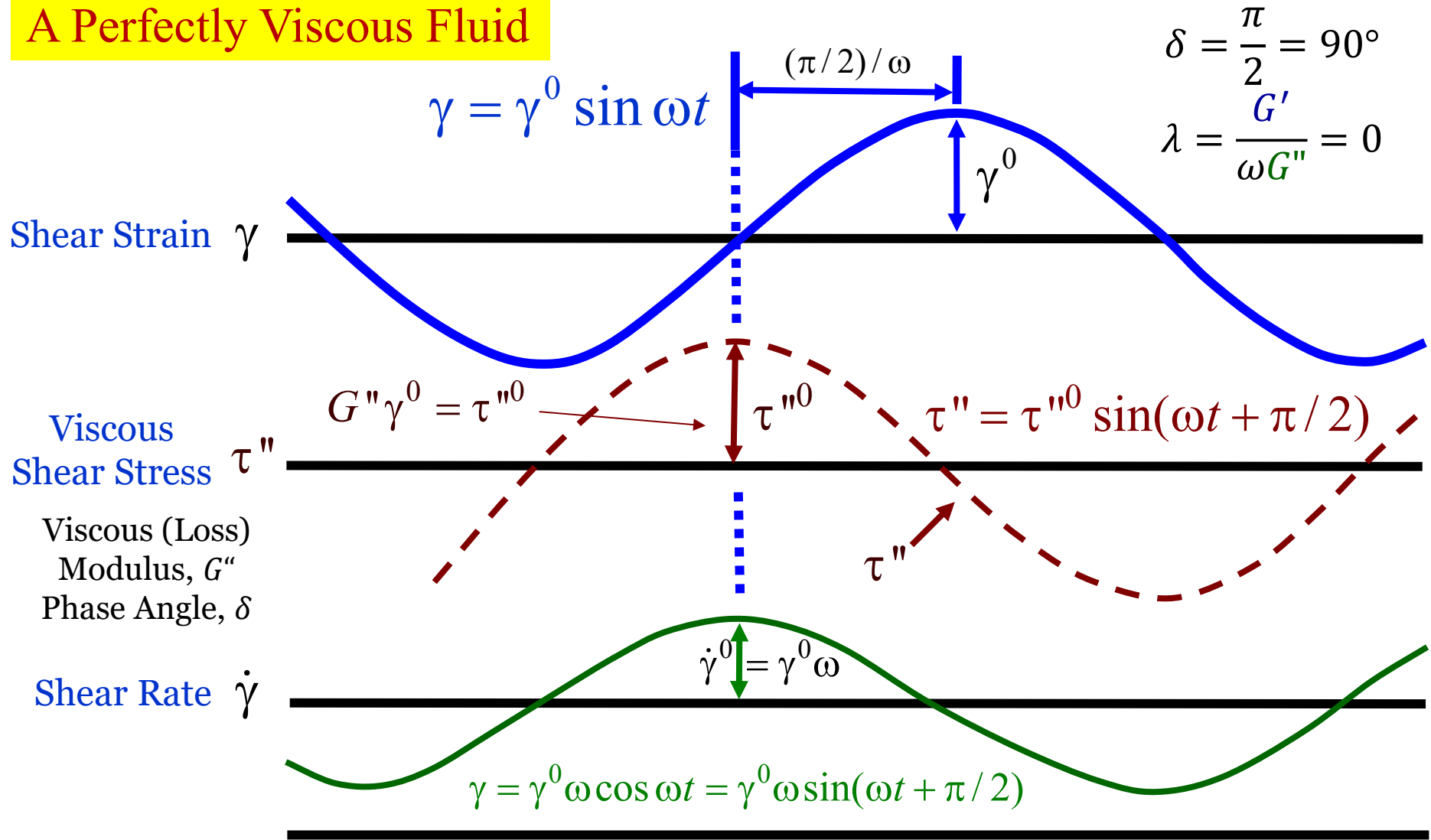
Oscillatory Shear (Dynamic) Test

A Perfectly Elastic Solid



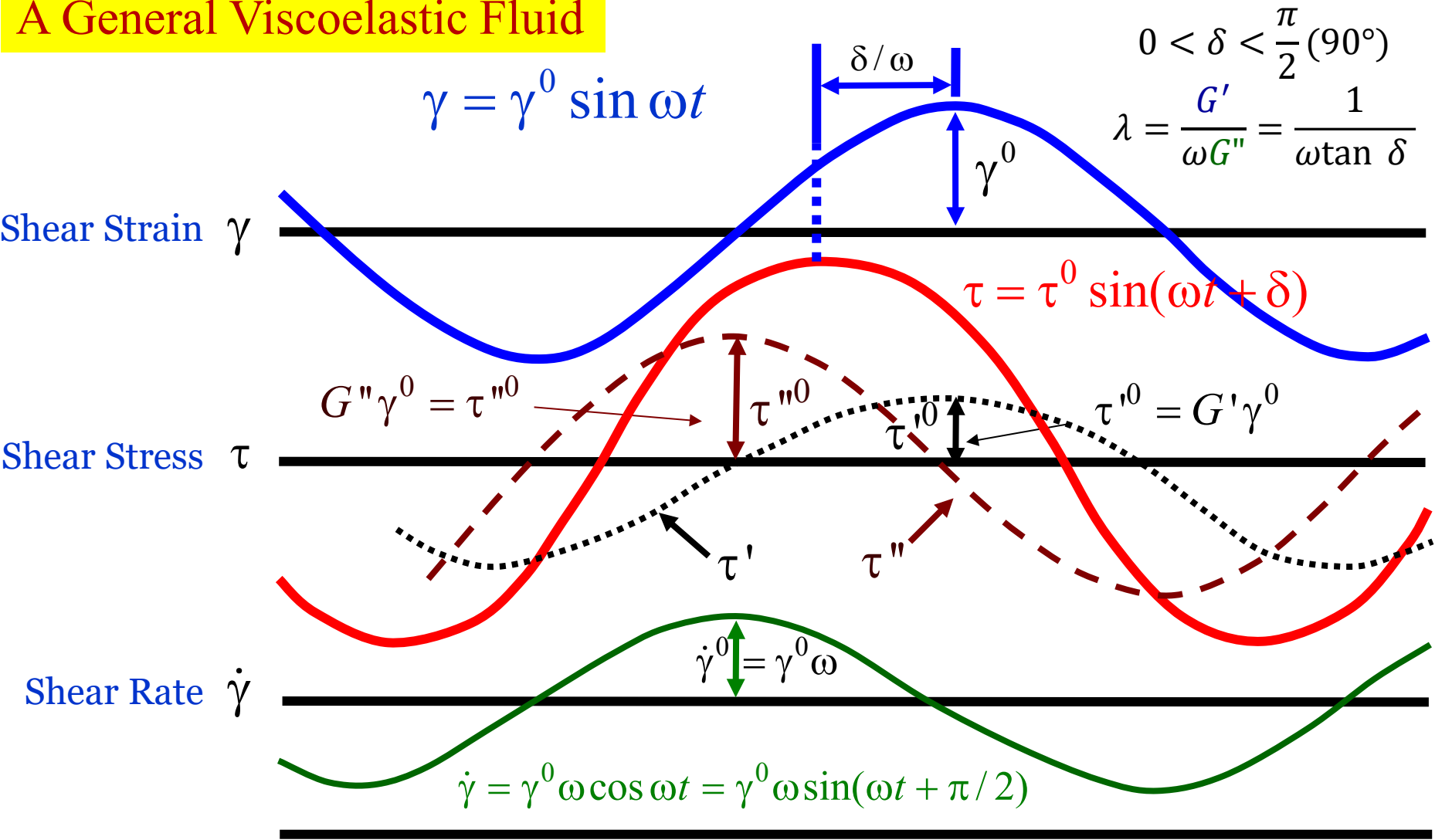
Oscillatory Shear (Dynamic) Test

A Perfectly Viscous Fluid

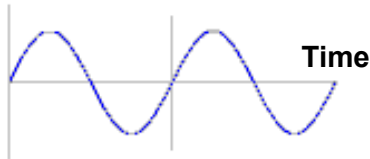


Oscillatory Shear (Dynamic) Test

A General Viscoelastic Fluid



Oscillatory Flow Tests



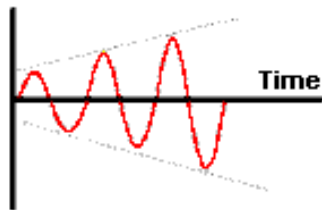
Time/Temperature Sweep Test

Holding the stress/strain amplitude and frequency at constant given values and

- ☐ varying time
- ☐ increasing/decreasing temperature.



Used to check the stability of material by time/temperature



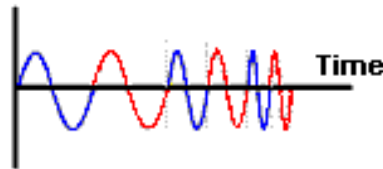
Amplitude Sweep Test

Applying successive stress/strain amplitude values in an increasing or decreasing path.



Used to find various structural regions of the material.

- ☐ Linear viscoelastic region
- ☐ Solid-Liquid transition
- ☐ Very good test for dispersions



Frequency Sweep Test

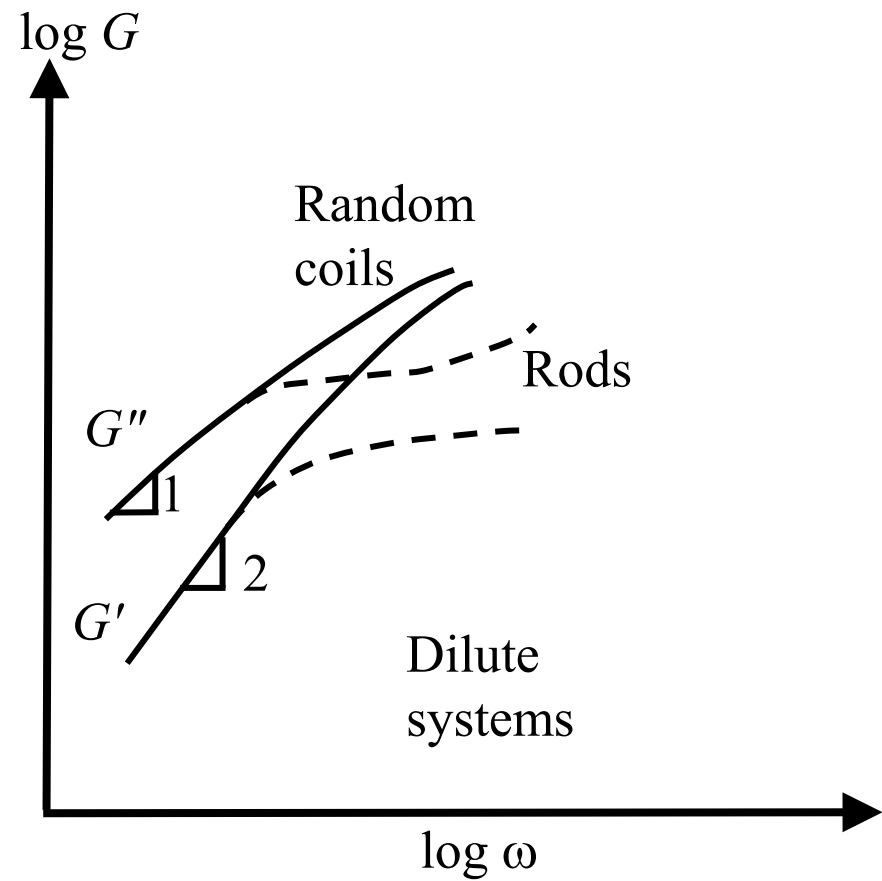
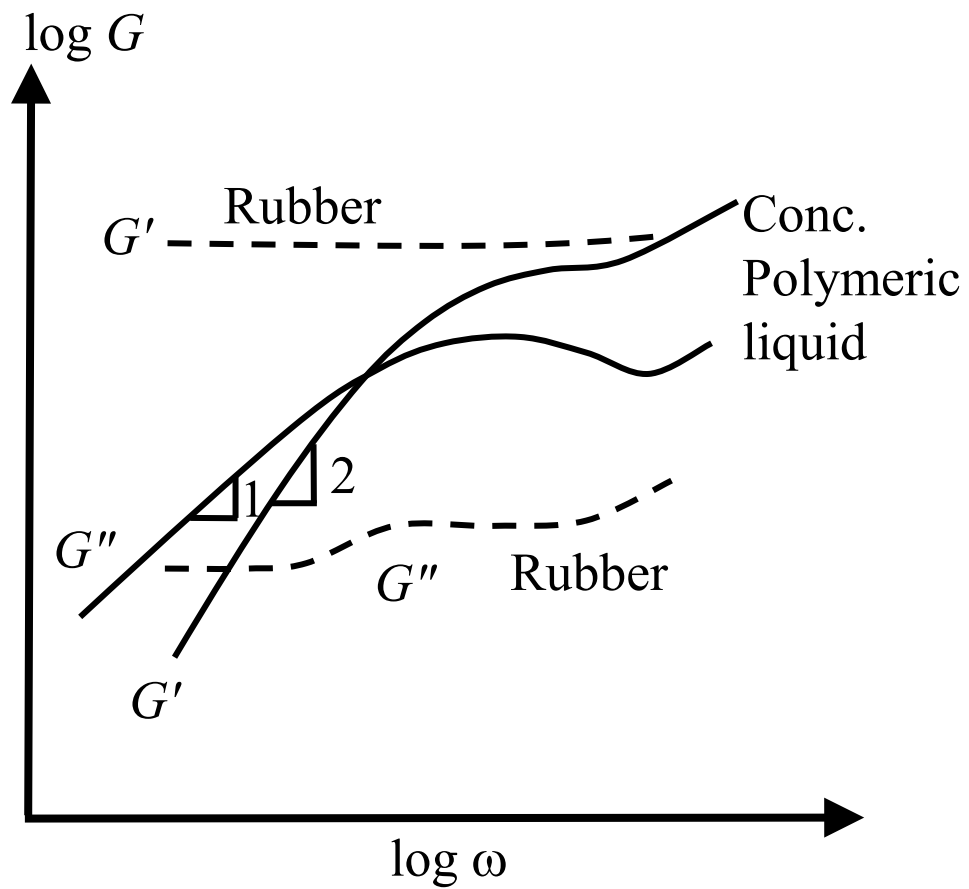
Holding the stress/strain amplitude at a constant given value and varying the frequency in an increasing or decreasing path.



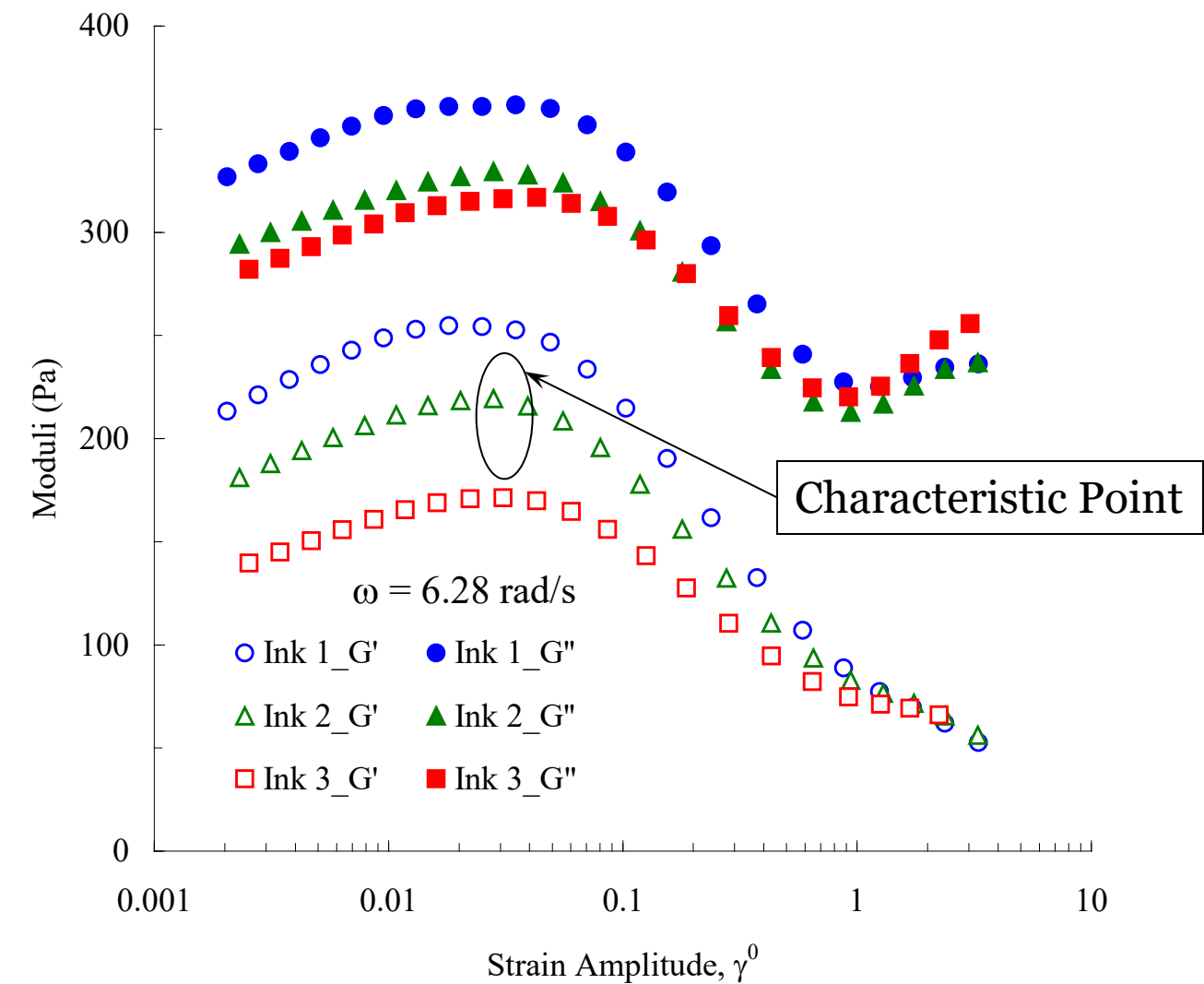
Mainly used for non-thixotropic materials.

- ☐ Amorphous polymer melts
- ☐ Polymer solutions
- ☐ Assumed each point in linear viscoelastic region

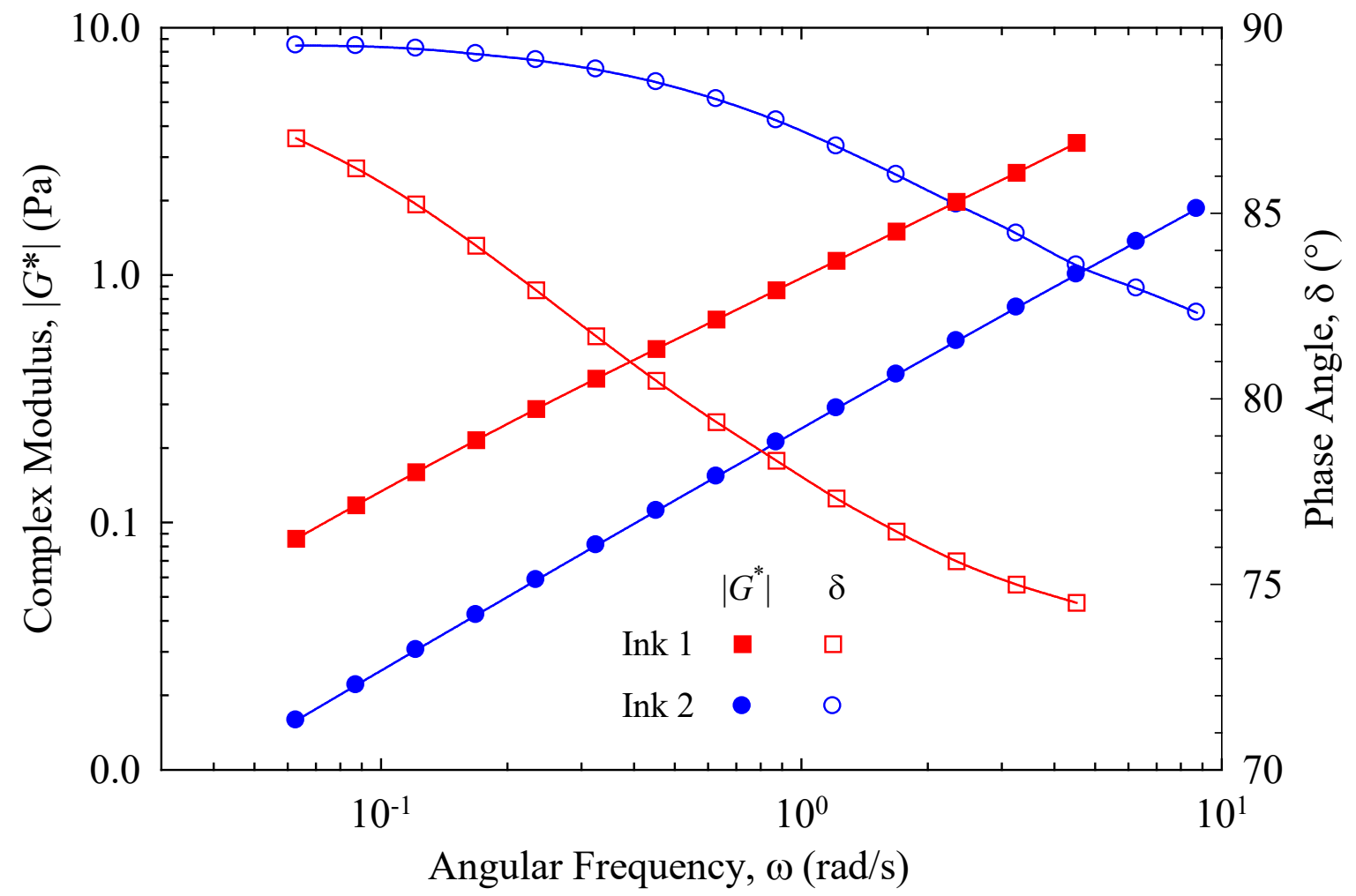
General Trend for Polymeric Systems



Experimental Data of a Paste Ink – Strain Amplitude Sweep Test



Experimental Data of a Liquid Ink – Frequency Sweep Test

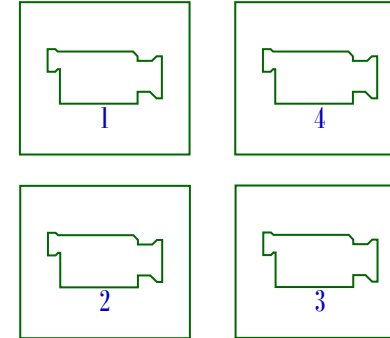




➤ Deborah number, De

❖ Representing fluid elasticity wrt flow

$$De = \frac{\text{characteristic time of fluid}}{\text{characteristic time of flow}} = \frac{\lambda}{t_{\text{flow}}}$$



➤ Weissenberg number, Wi

❖ Representing nonlinearity of viscoelasticity wrt flow

$$Wi = \text{characteristic time of fluid} \times \text{characteristic rate of deformation of flow} \\ = \lambda \dot{\gamma}$$

Some Useful References



- Bird, R. B., Armstrong, R. C. and Hassager, O., *Dynamics of Polymeric Liquids, Vol. 1: Fluid Mechanics, 2nd Ed.*, (John Wiley & Sons, New York, NY, 1987).
- Carreau, P. J., De Kee, D. C. R. and Chhabra, R. P., *Rheology of Polymeric Systems; Principles and Applications*, (Hanser/Gardner Publishers Inc., New York, 1997).
- Larson, R. G., *The Structure and Rheology of Complex Fluids*, (Oxford University Press Inc., New York, NY, 1999).
- Macosko, C. W., *Rheology: Principles, Measurements and Applications*, (VCH Publishers, Inc., New York, NY, 1994).
- Illustrations were presented by permission from Profs. Ken Walters (kew@aber.ac.uk) and David M Binding (dmb@aber.ac.uk).