

Connecting With Color SUDARSHAN

Volume 11 | April 2021



Greetings from Sudarshan

Welcome to the April 2021 edition of Sudarshan's "Connecting With Color" monthly newsletter. This month marks a year since our world was upended with a pandemic. Sudarshan would like to lighten the stress by extending our celebration of color - March 21, 2021 was International Color Day. Sudarshan is welcoming April showers (that will bring May flowers) and by highlighting the color of the day. After all, a world without color would only be black, white and shades of gray.

RAL and Pantone are well known color standards for a wide variety of industries. Sudarshan continues to grow its library with pigment mixes to match these standards. How can we help you?

Connect with our regional sales team or your current account manager to learn more about how Sudarshan can be your colorant provider.

Creating New Illusions in Color & Special Effects for the Coatings, Plastics and Ink Industries

SUDARSHAN'S LATEST NEWS AND UPDATES

01. Sudarshan celebrates color a year into a pandemic
02. Featured Product - Sudajet™ Red 5321D (PV19)
03. Color Design and Market Concepts – "April Showers"

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Sudajet Red 5321D



Product description
Pigment Violet 19
Quinacridone Chemistry

Sudajet Red 5321D is specifically designed for use in digital inks. It offers a brilliant yellowish red shade with good fastness properties.

Value proposition

Sudajet Red 5321D offers the formulator

- Good dispersibility resulting in small particle size and a narrow particle size distribution
- Stable, low viscosity ink formulations
- Good filterability
- Compatibility with glycols and other solvents typically used in inkjet formulations
- Controlled purity and low ion content

Technical data

Specific gravity - 1.43 g/cm³
Oil absorption - 59 g/100 g
Conductivity - < 100 µs/cm

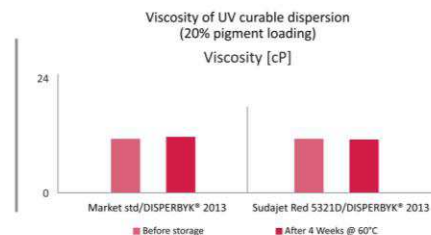
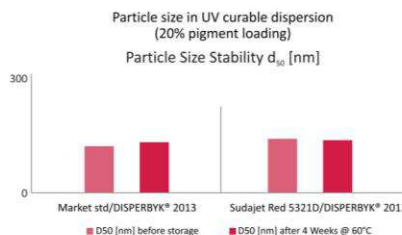
Areas of application

- Aqueous ink jet inks
- Solvent ink jet inks
- UV curing ink jet inks
- Electrophotographic toners

Technical support

Guide formulations can be provided which includes dispersing agents DISPERBYK®2013, ZETASPERSE 3800.

- Recommended ◦ Potential use -Not recommended





WE ARE A LEADING WORLD CLASS COLOR SOLUTION PROVIDER

Did you know that you have a color associated with your birthday? Color can also provide an insight to your personality. Extending this to the color of the day can be a fun way to assess your day whether it is your business meetings, leisure activities or your current mood. On the publishing of this newsletter, April 12 the color of this day is Rikyu White Tea. Do these color words and personality fit you today? Have some fun and look up your birthday color or today's color. Is it accurate?

birthday	Birth color	Birth color name	Hexadecimal	Color words	Personality
April 12		Rikyu white tea	# A29779	Tradition, craftsmanship, and assertion	A confident person with technology that values tradition

<https://htmlcss.jp/color/birth.html>

Need to match a RAL or Pantone color? Sudarshan has an ever growing library of color matches. Let us help you with you color needs!



To request samples, receive more information or set up a virtual presentation, please contact your local Sudarshan representative today.