



Greetings from Sudarshan

Welcome to the February 2021 edition of Sudarshan's "Connecting With Color" monthly newsletter.

In this month's edition we are introducing a new PV19 to our portfolio - Sudaperm™ Red 2988C. The 2988C joins our gamma crystal PV19 portfolio.

To spark up your creative juices, we are exploring color effects of micas in combination with organic pigments around the color wheel. Visualizing color can be difficult but understanding how color will move can improve the design development time.

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. What is happening at Sudarshan?

02. Featured Product – Sudaperm™ Red 2988C

03. Color Design and Market Concepts – Color design with micas and the color wheel

Sudarshan Chemical Industries Limited:
contact@sudarshan.com

Sudarshan North America:
usa@sudarshan.com

Sudarshan Europe:
eu@sudarshan.com

Sudarshan China:
china@sudarshan.com

Sudarshan Mexico:
mexico@sudarshan.com

Sudaperm™ Pigments for Coatings

Sudaperm™ Red 2988C



Sudaperm™ Red 2988C (PV19)



Product Description

- Pigment Red 19
- Quinacridone pigment

Advantages

- High Transparency
- Very clean bluish red shade
- Excellent fastness properties
- Good rheology

Recommended applications

- Decorative paints (WB/SB)
- Industrial & Automotive paints
- Powder coating

Technical properties

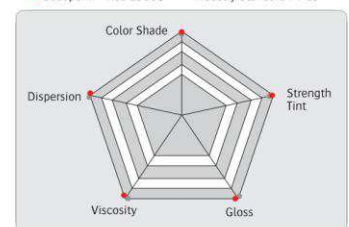
Oil Absorption	62 ± 5%
Specific Gravity	1.35 ± 0.1
Bulk Density g/ml	0.50 ± 0.1
pH Value	6 - 8
Volatile Matter	1.5 % Max
Resistance to Acid	5
Resistance to Alkali	5
Bleeding in Xylene	5
Bleeding in Methyl Ethyl Ketone	5
Bleeding in Ethyl Acetate	5
Bleeding in Cellosolve	4
Bleeding in Mineral Turpentine	5

	Full Shade	Tint
Weather Fastness (Grey Scale 1-5)	5	4
Light Fastness (Blue Wool Scale 1-8)	8	7

Drawdown Comparison



• Sudaperm™ Red 2988C • Industry Standard PV 19



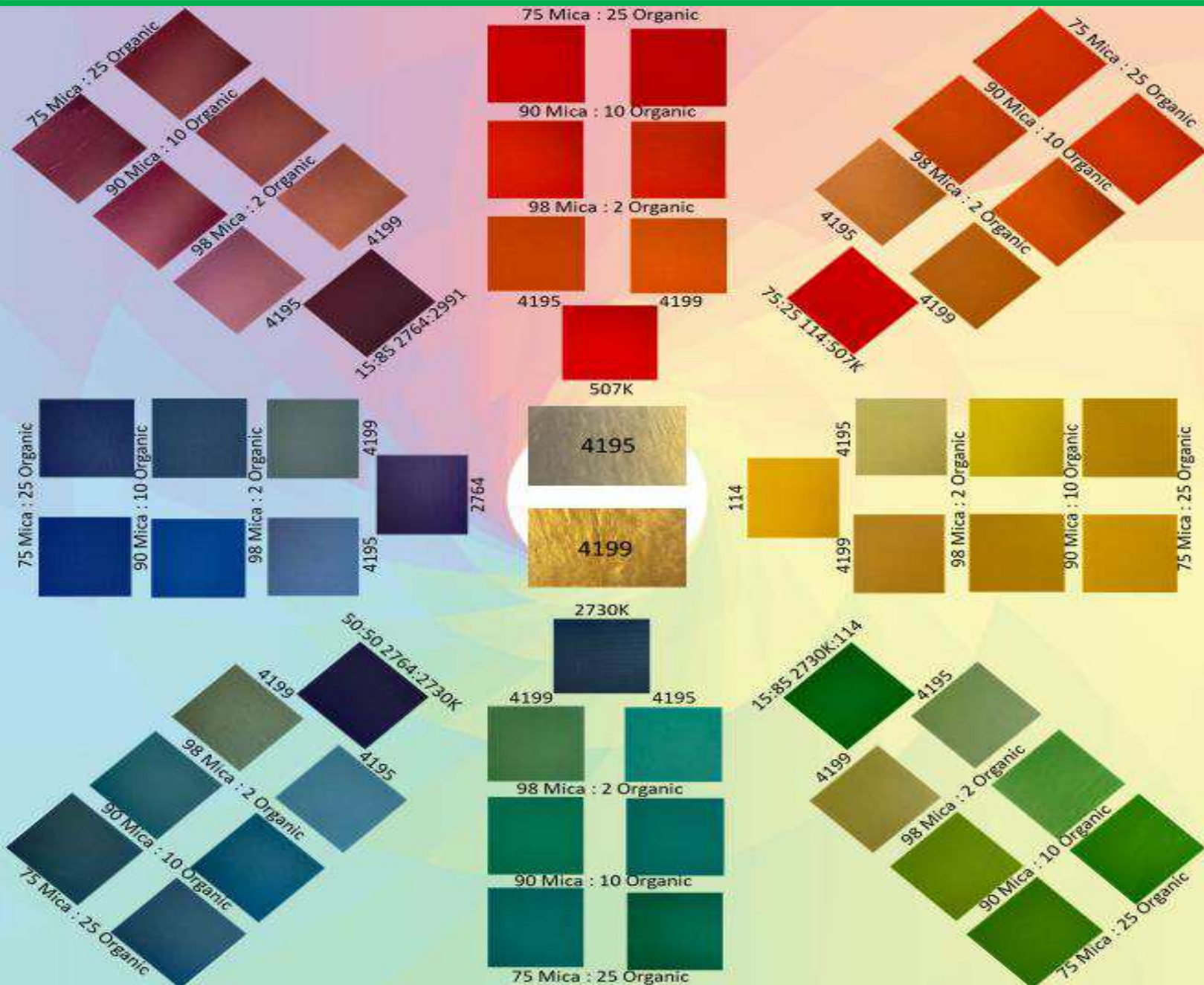
WE ARE A LEADING WORLD CLASS COLOR SOLUTION PROVIDER



Want to know how to design a color using the color wheel and mica effect pigments?

- 1) Start with an iridescent gold mica and a gold mica.
- 2) Next mix each mica with organic pigments which make up the primary and secondary color wheel.
- 3) Vary the ratio of mica to organic to see the options develop.

Look below to see what you can do!



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