

Greetings from Sudarshan

Happy New Year and hello to 2021!

Welcome to the January 2021 edition of Sudarshan's "Connecting With Color" monthly newsletter. In this month's edition we are welcoming in the new year. With the new year comes new beginnings. To celebrate Sudarshan has designed a color called "New Year – New Beginnings" for the coatings, plastics and inks markets. This color is intended to push 2020 into the dark and welcome 2021 into the light. Sudarshan is embarking on 2021 with high energy to introduce new products and chemistries throughout 2021. We look forward to working with you for all your colorant needs this new year and beyond!

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. New Year – New Beginnings

02. Featured Product – Sudaperm™ Pink 3000C

03. Color Design and Market Concepts – New Year – New Beginnings Color Designs

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™ Pink 3000C



Sudaperm™ Pink 3000C (PR 122)



Product Description

- Pigment Red 122
- Quinacridone pigment

Advantages

- Very clean bluish red (magenta) shade
- Broad compatibility
- High tinting strength
- Excellent dispersibility
- Favorable rheology

Recommended applications

- Decorative paints
- Industrial & Automotive paints
- Powder coating

Technical properties

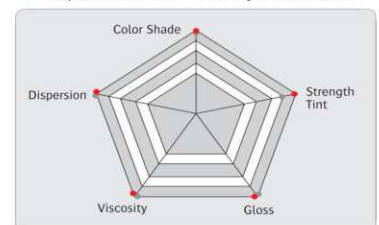
Oil Absorption	67 ± 5%
Specific Gravity	1.34 ± 0.1
Bulk Density g/ml	0.40 ± 0.1
pH Value	6 - 8
Volatile Matter	1.3 % Max
Resistance to Acid	5
Resistance to Alkali	5
Bleeding in Xylene	5
Bleeding in Methyl Ethyl Ketone	4
Bleeding in Ethyl Acetate	5
Bleeding in Cellosolve	5
Bleeding in Mineral Turpentine	5

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

Drawdown Comparison



• Sudaperm™ Pink 3000C • Industry Standard PR 122





WE ARE A LEADING WORLD CLASS COLOR SOLUTION PROVIDER

Injection Molding With Mica Effect Pigments



Silver Glam 35391
20-150 µm



Walnut 43839
10-60 µm



Red 4970
10-60 µm



Regal Blue 41431
10-40 µm

To request samples, receive more information or set up a virtual presentation, please contact your local Sudarshan Representative today or email usa@sudarshan.com.



Coatings Industrial		Coatings Wall Paint		Inks		Plastics 2RM		Plastics Injection Molding		
BC/CC	BC/TCC	Soft	Bold	BC/TCC	Soft	Bold	Soft	Bold	Soft	Bold
2986C	31.9%	2785	13%	2779D	2764	7%	2764	7%	2764	7%
2773	6.4%				2987	32%	2987	32%	2987	32%
41431NXR	25%				41431	25%	41431	25%	41431	25%
SI 155	18.8%								SI 135	22%
41665	9.4%								PI 235	11%
4974	3.1%								4964	3%
	0.5% Pigment		13% Pigment							10% Pigment
	SI 155 60%	SI 135 60%	SI 155 60%		SI 135 22%	SI 155 22%	SI 135 22%	SI 155 22%	SI 135 22%	SI 155 22%
	41665 30%	PI 235 30%	41665 30%		PI 235 11%	41665 11%	PI 235 11%	41665 11%	PI 235 11%	41665 11%
	4974 10%	4964 10%	4974 10%		4964 3%	4974 3%	4964 3%	4974 3%	4964 3%	4974 3%