

Greetings from Sudarshan

Welcome to the June 2021 edition of Sudarshan's "Connecting With Color" monthly newsletter. With this edition our newsletter starts its second year and we are extremely pleased to see the excitement this newsletter brings to the industry! We will continue to bring new products, design tips and industry information that helps you bring the world of color abroad.

Over the last year, Sudarshan has expanded our colorant portfolio with new products in existing organic and mica effect pigments. In addition, we have added two new colorant chemistries – solvent dyes for plastic applications and PY138. Soon the portfolio will expand again with CICP's (mixed metal oxides) for plastics and coatings. Even with the unprecedented year of 2020, Sudarshan has persevered to provide a complete colorant palette for all our customers application needs.

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

Color of the Day: June 14th

NEW!



Sudaperm™ Yellow 3030C Pigment Yellow 138

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

Color of the Day: June 6th

SUDARSHAN'S LATEST NEWS AND UPDATES

01. Greetings from Sudarshan – It has been a colorful year! New chemistries!

02. Featured Product - Sudasol™ Orange 6601 (SO 60) Color of the Day: June 20th

03. Color Design and Market Concepts – Yellow: Communicating with Color

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Sudasol Dyes for Plastics

Sudasol Orange 6601



Sudasol Orange 6601

Chemical Type – Perinone C.I. Name – Solvent Orange 60
Sudasol Orange 6601 is a transparent bright shade orange color, combines with high color strength and low filter pressure value.

Technical Data	PS	PC
Hue	59.94	59.81
Chroma	66.19	64.54
Heat Stability	300°C	330°C
Light Fastness - Full Shade	8	-
Light Fastness - Tint	6	-

Physical & chemical properties	
Bulk density (g/cc)	0.24 ± 0.10
Specific gravity	1.28 ± 0.10
Alkali resistance	5
Acid resistance	5

Applications	Recommended	Potential Use	Not Recommended
PS	●	○	—
PC	●	○	—
PET	●	○	—
PBT	●	○	—
HIPS	●	○	—
ABS	●	○	—
PVC-R	●	○	—
PVC-P	●	○	—

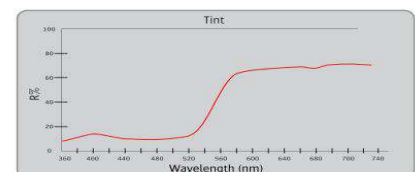
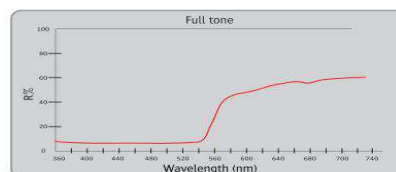
Plastics Abbreviations	
ABS	Acrylonitrile-butadiene-styrene
EVA	Ethylene vinyl acetate
HDPE	High density polyethylene
HIPS	High impact polystyrene
LDPE	Low density polyethylene
PA 6	Nylon 6
PA 66	Nylon 66
PP	Polypropylene
PC	Polycarbonate
PS	Polystyrene
PBT	Polybutylene terephthalate
PET	Polyethylene terephthalate
PVC-R	Polyvinyl chloride rigid
PVC-P	Polyvinyl chloride plasticized



Full Shade
0.05% Dye



Tint
0.1% Dye, 1% TiO₂



WE ARE A LEADING WORLD CLASS COLOR SOLUTION PROVIDER



Did You Know.....

Yellow is the color the eye processes first?
 Yellow is the most visible and luminous color of the spectrum?

Yellow is a very powerful tool in your color communication toolbox.

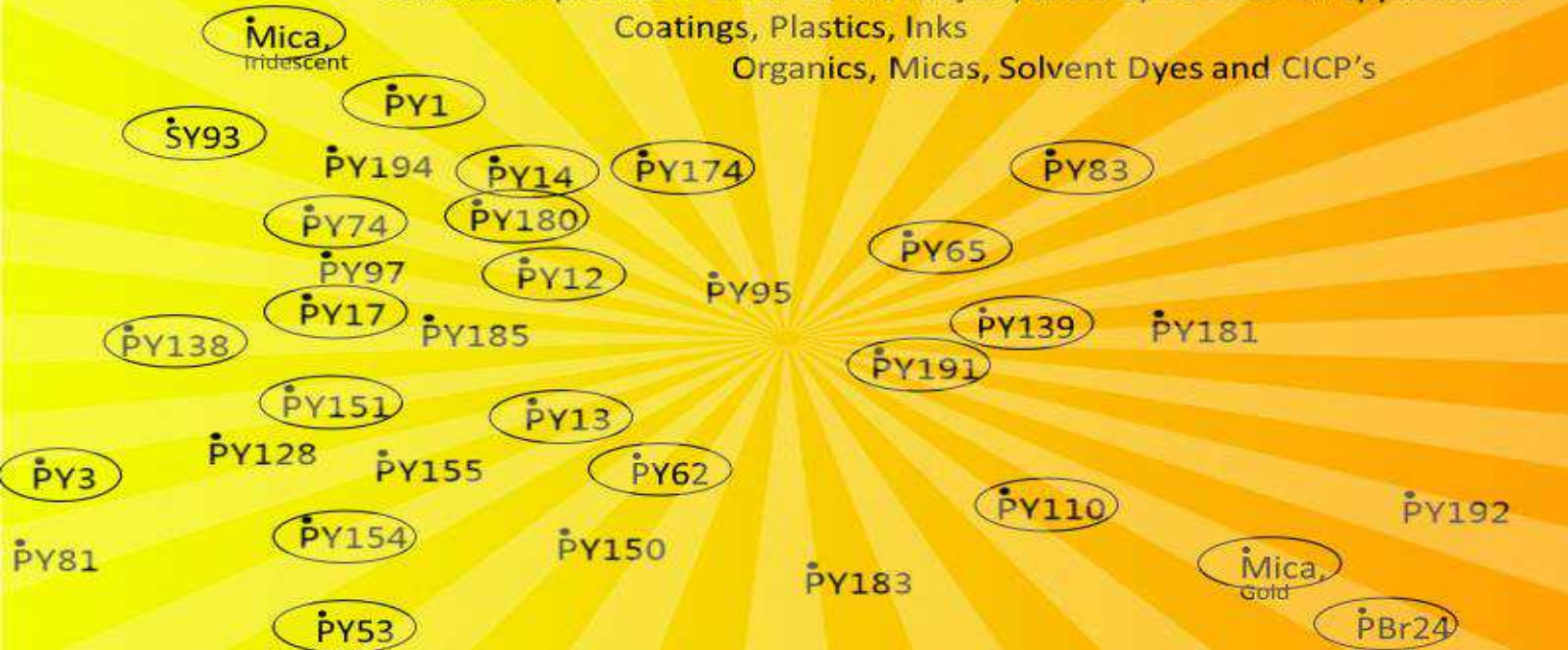
- Yellow is direct.
- Yellow is decisive.
- Yellow rises above all the other colors.

How can a color like yellow which is everywhere, everyday, all the time also be the most visible?
 It is how you use it.

- What you other colors you pair it with.
- What shape is it going on.
- What is the typical environment it will be in.



Sudarshan products cover all the major yellow spaces for all applications
 Coatings, Plastics, Inks
 Organics, Micas, Solvent Dyes and CICP's



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

Color of the Day: June 19th