

Connecting With Color SUDARSHAN

Volume 21 | March 2022

Greetings from Sudarshan

Welcome to the March 2022 edition of Sudarshan's "Connecting With Color" monthly newsletter.

Spring is right around the corner signifying new growth. Sudarshan is moving into new growth areas with the expansion of our CICIP brand - Sudatherm™ (PY53, PBr24, PY119, PBI28 and PBI36) and mica effect brand - Sumica™ (Maroon 41935NXR, 41935 and Regal Blue 41431NXR, 41431).



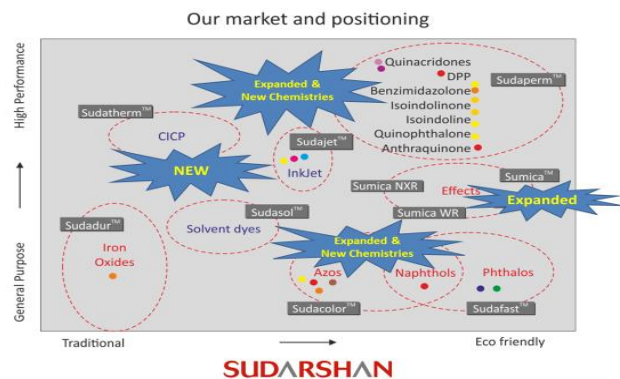
Creating New Illusions in Color & Special Effects for the Coatings, Plastics and Inks Industries

SUDARSHAN'S LATEST NEWS AND UPDATES

Brands

Our product portfolio is positioned strategically to cater to a broad range of end applications and performance criteria

2022



SUDARSHAN

Color of the Day: March 14th

Pigment Yellow 164

Sudatherm™ Brown 6411K

Chemical structure	(Ti,Mn,Sb)O ₂
C.I. Name	Pigment Yellow 164
C.I. Number	77899
Particle structure	Rutile
Shade	Dark brown
Dimensional stability	No warping, No shrinkage

Heat fastness	>500°C, 5 min
Light fastness	8 on blue wool scale
Weather fastness	5 on grey scale
Acid fastness	Excellent
Alkali fastness	Excellent
Solvent fastness	Excellent

Easy to disperse. Opaque to visible light, NIR absorbent

- Suitable for a broad range of polymers e.g. Polyolefins, PS, ABS
- Engineering Polymers (including very high processing temperature resins), PVC, Silicones and Rubber



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SUDARSHAN

1. Greetings from Sudarshan – Spring brings growth to Sudarshan.

02. Featured Product - Sudatherm™ Brown 6411K (PY164)

03. Color of the Month – **Soft Coral**

Sudarshan Europe:
eu@sudarshan.com

Sudarshan Mexico:
mexico@sudarshan.com

Sudarshan North America:
usa@sudarshan.com

Sudarshan Chemical Industries Limited:
contact@sudarshan.com

Sudarshan China:
china@sudarshan.com

COLOR

❖ **Brown** is a natural color giving a sense of stability and support?

Did you Know?

“What can brown do for you?”

❖ Pairing **brown** with **green** conveys an organic feel?



❖ **Brown** symbolizes durability, nature and realism?

Brown

WE ARE YOUR LEADING WORLD CLASS COLOR SOLUTION PROVIDER

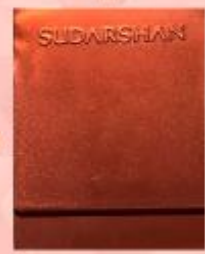
Color of the Month March 2022

EFFECTS

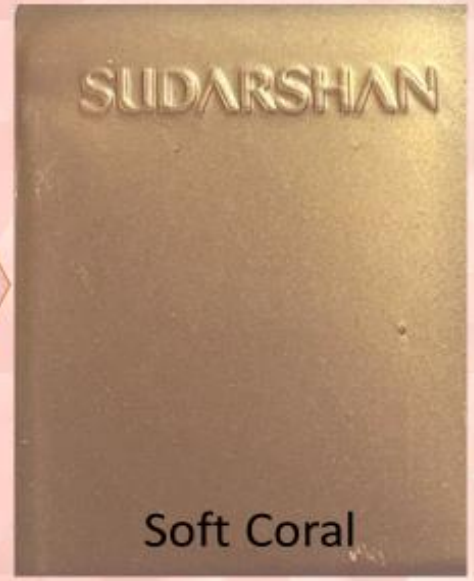
- STIMULATES
- SUPPORTS
- INSPIRES
- REASSURES



Sumica™
Silver 4179
95%
10-60 µm



Sumica™
Red 4970
5%
10-60 µm



Soft Coral

SoftCoral



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