

Connecting With Color **SUDARSHAN**

Volume 12 | May 2021



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

Color of the Day: May 5th

SUDARSHAN'S LATEST NEWS AND UPDATES

01. Greetings from Sudarshan – Safety First!
Color of the Day: May 31st

02. Featured Product - Sudaperm™ Yellow 2939K (PY 139)

03. Color Design and Market Concepts – Safety First! Safety Color Pigment Formulas

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Greetings from Sudarshan

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

This month Sudarshan is focusing on safety by offering colorants and formulations that will meet the Occupational Safety & Health (OSHA) and American National Standard Institute (ANSI) safety color standards. The colorants and formulations provided are suited for all application needs – coatings, plastics and inks. These colorants have technical properties – light/weather fastness, heat stability and chemical resistance to withstand both the application and the environment the end-product is used in.

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: May 13th

Sudaperm™ Pigments for Plastics

Sudaperm™ Yellow 2939K



Sudaperm™ Yellow 2939K PY139



Chemical Type – Isoindoline	C.I. Name – Pigment Yellow 139
Sudaperm™ Yellow 2939K combines high color strength with low Filter pressure value. It has tendency to react with alkaline additives.	

Technical Data Sheet	PE	PVC
Hue	78.37	76.03
Chroma	60.91	66.07
Light Fastness Full Shade	8	8
Light Fastness Reduction	7	7
Heat Resistance [°C]	240	N/A
Fastness to Weathering	—	—
Fastness to Bleeding in PVC	5	5

Physical and Chemical Properties	Range
Bulk Density (g/cc)	0.15 ± 0.1
Specific Gravity	1.36 ± 0.1
Alkali Resistance	3 - 4
Acid Resistance	5
Surface area (m ² /gm)	—

Applications	Recommended	Potential Use	Not Recommended
LDPE	●	○	○
HDPE	●	○	○
PP	●	○	○
PVC-P	●	○	○
PVC-U	●	○	○
Rubber	○	○	○
PS	—	○	○
PC	—	○	○
ABS	—	○	○
PUR	○	○	○
EVA	○	○	○
PET	○	○	○
PA	○	○	○
POM	○	○	○
PBT	○	○	○
PET Fibre	○	○	○
PA Fibre	○	○	○
PP Fibre	○	○	○

● Recommended ○ Potential Use — Not Recommended
Application Properties
- Suitable for low warping applications



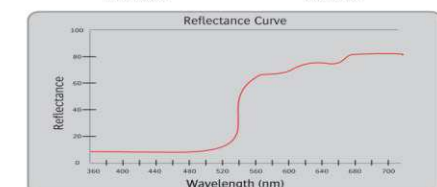
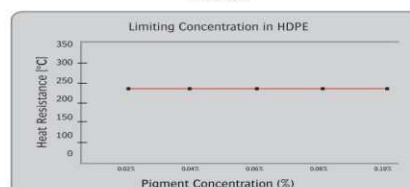
1% Pigment Full Shade



0.2% Pigment Full Shade



0.1% Pigment, 1% TiO₂ Reduction



WE ARE A LEADING WORLD CLASS COLOR SOLUTION PROVIDER



The Occupational Safety and Health Act (OSHA) requires color codes for safety equipment, locations, physical hazards and protective equipment for all industries. Sudarshan has created pigments blends which meet the color standards of the Safety Color line of colors and meet the technical requirements of all applications requiring colorants – coatings, plastics and inks. These pigment blends are outlined below for your reference. Sudarshan is here to assist you with your colorant needs.



Safety Red

Pigment	Color Index	Pigment %
Sudaperm Orange 2915C	PO 36	82.70
Sudaperm Red 2963C	PR 170	17.20
Carbon Black	PBk 7	0.10

PMS 186C

Safety Yellow

Pigment	Color Index	Pigment %
Sudaperm Yellow 2903	PY 151	47.65
Sudaperm Yellow 2935P	PY 139	1.89
Yellow Iron Oxide	PY 42	14.77
Titanium Dioxide (R 902)	PW 6	35.69

PMS 109C

Safety Orange

Pigment	Color Index	Pigment %
Sudaperm Orange 2915C	PO 36	14.85
Sudaperm Yellow 2935P	PY 139	57.54
Yellow Iron Oxide	PY 42	25.56
Titanium Dioxide (R 902)	PW 6	1.87
Carbon Black	PBk 7	0.18

PMS 151C

Safety Green

Pigment	Color Index	Pigment %
Sudafast Green 2727C	PG 7	30.84
Sudaperm Yellow 2935P	PY 139	8.47
Titanium Dioxide (R 902)	PW 6	60.68
Carbon Black	PBk 7	0.01

PMS 335C

Safety Blue

Pigment	Color Index	Pigment %
Sudafast Blue 2774	PB 15:2	34.40
Sudafast Green 2727C	PG 7	2.90
Titanium Dioxide (R 902)	PW 6	62.70

PMS 285C

Safety Purple

Pigment	Color Index	Pigment %
Sudaperm Pink 2997C	PR 122	59.40
Sudafast Blue 2778C	PB 15:3	0.85
Titanium Dioxide (R 902)	PW 6	39.75

PMS 259C

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

Color of the Day: May 9th