

Connecting With Color SUDARSHAN

Volume 17 | November 2021



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

Color of the Day: November 17th

SUDARSHAN'S LATEST NEWS AND UPDATES

01. Greetings from Sudarshan – Our Azo colorant continue to expand!

Featured Products - Sudacolor™

02. Reds – Pigment Red 2

Color of the Day: November 11th

03. Color Design and Market Concepts – Color of the Month – **Tangy Orange**

Sudarshan Chemical Industries Limited:
contact@sudarshan.com

Sudarshan North America:
usa@sudarshan.com

Sudarshan China:
china@sudarshan.com

Sudarshan Europe:
eu@sudarshan.com

Sudarshan Mexico:
mexico@sudarshan.com



Greetings from Sudarshan

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

We are excited to bring you good news and this month is no different. Our azo organic pigment portfolio continues to expand with a brand-new chemistry – pigment yellow 174, Sudacolor™ Yellow 190D. In addition, our existing color indices continue to expand with new products to meet your application and formulation needs.

This time of year brings to mind the color orange. Our color of the month is Tangy Orange and our "Did You Know" segment investigates the meaning of orange so that you can design your color to attract buyers to your coating, packaging or printing.

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: November 15th

Sudacolor™ Pigments for Inks

Pigment Red 2

Clean and semi-transparent red pigment
Ideal for both solvent and water-based ink

Sudacolor™ Red 312

Sudacolor™ Red 316
(high loading for WB)

Sudacolor™ Red 314

Sudacolor™ Red (PR2)

The Sudarshan Sudacolor™ Pigment Red 2 line of products are barium free, semitransparent yellow to blue shade red pigments with good rheological properties for both solvent and water-based ink formulations.

Sudacolor™ Red 312 and 316 are the yellow shade while the Sudacolor™ Red 314 is the blue shade. Sudacolor™ Red 316 provides high pigment loading for water-based ink formulations.

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Did You Know...

- ❖ Orange draws upon the motivating energy of red as well as the sunny, bright side of yellow?
- ❖ Orange is the last color term to enter into the variety of human languages?
- ❖ Orange is a sneaky stimulant which can trigger food cravings - how about a creamcicle?

Sudarshan has a wide orange colorant portfolio - PO34, PO36, PO64, SO60 - as well as motivating reds and sunny yellows to create the perfect shade of orange for your color design needs!

WE ARE YOUR LEADING WORLD CLASS COLOR SOLUTION PROVIDER

Color of the Day: November 26th

Color of the Month



Tangy Orange

2% Pigment / LDPE / 2 Roll Mill



18.75%

114

Sudacolor Yellow
PY62



6.25%

507K

Sudacolor Red
PR53:1



75%

4199

Sumica
Bright Gold

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

Sudarshan representative today or email contact@sudarshan.com.

Color of the Day: November 3rd