



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

SUDARSHAN'S LATEST NEWS AND UPDATES

- 1. Greetings from Sudarshan –**
The fickle and frustrating world of color design.
- 2. Featured Products - Sudaperm™**
High Performance Azo Pigments
- 3. Color of the Month –**
Empire Green

Sudarshan Chemical Industries Limited:
contact@sudarshan.com

COLOUR

Sudarshan China:
china@sudarshan.com

Sudarshan Mexico:
mexico@sudarshan.com

Sudarshan Europe:
eu@sudarshan.com

Sudarshan North America:
usa@sudarshan.com



Greetings from Sudarshan

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

Color touches ALL human activity, and it is so prevalent that we're not always aware of just how much we depend on it. Color can be complex, elusive, powerful, fickle and demanding, **BUT it sells products**. Over the past couple of years, Sudarshan has been bringing you color inspiration with our Color of the Month and Did You Know? series.

Would you like to have a design chat? Do you need some help translating designers or customers color descriptions into real color formulas? We are here to help. We have a complete line of pigments and colorants that support all applications we have a wide "show-and-tell" portfolio which can inspire new color ideas. Give us a call!

Sudarshan is pleased to be your colorant solution provider and if you have a need, please connect with us at contact@sudarshan.com or your current Sudarshan representative.

Color of the Day: November 14th

Sudarshan High Performance Azo Pigments

Core Chemistry

PY151 - PY154 - PO36

Core Products

Sudaperm™ Pigments for Coatings

Sudaperm™ Yellow 2903



Sudaperm™ Yellow 2903 (PY151)



Sudaperm™ Pigments for Coatings

Sudaperm™ Yellow 2906



Sudaperm™ Yellow 2906 (PY154)



Sudaperm™ Pigments for Coatings

Sudaperm™ Orange 2915C



Sudaperm™ Orange 2915C (PO36)





WE ARE YOUR LEADING WORLD CLASS COLOR SOLUTION PROVIDER

Pigments Overview

New Website!

SUDARSHAN

www.Sudarshan.com

COLOR SOLUTIONS PROVIDER

We are the largest pigment manufacturer in India and in the global market for 70 years supplying color to paints, plastics, inks, textiles, cosmetics and other applications.

Products organized by applications and sub-applications

Product Finder tool

Download Technical Data Sheets

Up to date digital brochures

Find out more about Sudarshan – Our Mission, Our Values and Our History

Color of the Month

November 2022

Empire Green

Formulation
(SB PU, Base/Clear)

Sudafast™ Blue 2796 (PB15:4)	2%
Sudafast™ Green 2727C (PG7)	9%
Sudatherm™ Copper Black 6461C (PBk28)	12%
Sudatherm™ Yellow 6406C (PY53)	2%
Sumica™ Bright Gold 4199 (10-60 μm)	75%

PP/B = 25 %pigment = 14%

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

Sudarshan representative today or email contact@sudarshan.com .