

Connecting With Color SUDARSHAN

Volume 14 | July 2021

Greetings from Sudarshan

Welcome to the July 2021 edition of Sudarshan's "Connecting With Color" monthly newsletter. This has been an exciting summer for Sudarshan! Last month we added a new chemistry to our organic pigment portfolio – PY138 (Sudaperm™ Yellow 3030C featured below) and this month we are adding new chemistries to our inorganic pigment portfolio – CICP's/MMO's. Our inorganic portfolio will start with PBr24, PY53, PY119, PY164, PBk28 and PBl28 with other CI's in the coming months to complete the series.

We couldn't talk about July without celebrating our 245th anniversary of United State's independence. Sudarshan has designed USA Independence Day colors for the celebration: Garnet Fire, White, Or Is It? and Electric Blue.

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: July 12th



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

Color of the Day: July 4th

SUDARSHAN'S LATEST NEWS AND UPDATES

01. Greetings from Sudarshan – More new chemistries!

02. Featured Product - Sudaperm™ Yellow 3030C
Color of the Day: July 1st

03. Color Design and Market Concepts – The Color RED and Independence Day

Sudaperm™ Pigments for Coatings

Sudaperm™ Yellow 3030C



Sudaperm™ Yellow 3030C (PY 138)



- Product Description**
- Pigment Yellow 138
 - Quinophthalone chemistry

- Advantages**
- Opaque greenish yellow shade
 - High tinting strength
 - Easy dispersing
 - Low viscosity in waterbase colorant
 - Excellent Light and weather fastness
 - Very Good chemical resistance

- Recommended applications**
- Decorative solvent & water base paints
 - Industrial coatings
 - Powder coatings

Technical properties

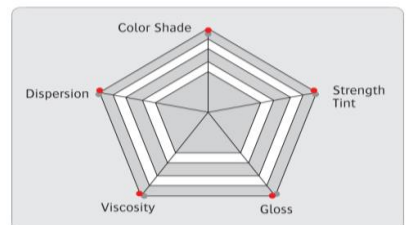
Oil Absorption		37 ± 10%
Specific Gravity		1.85 ± 0.1
Bulk Density g/ml		0.40 ± 0.1
pH Value		5 - 8
Volatile Matter		1 % Max
Resistance to Acid		5
Resistance to Alkali		5
Bleeding in Xylene		5
Bleeding in Methyl Ethyl Ketone		4
Bleeding in Ethyl Acetate		5
Bleeding in Cellosolve		5
Bleeding in Mineral Turpentine		5
Heat stability		200°C

	Full Shade	Tint
Weather Fastness (Grey Scale 1-5)	5	4
Light Fastness (Blue Wool Scale 1-8)	8	7
Overspray fastness (Grey Scale 1-5)	5	

Drawdown Comparison



• Sudaperm™ Yellow 3030C • Industry Standard PY 138



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WE ARE YOUR LEADING WORLD CLASS COLOR SOLUTION PROVIDER

Did You Know?

The human species has always been drawn to **RED** dating back over 100,000 years ago when red ochre was used for cave paintings.



Red expresses vitality, energy, strength, authority and excitement.

It is the expression of authority that lead to the use of red for warning: STOP sign, Red light



Red is attention getting.



Yellow-shade reds tend to appeal to males while the blue-shade red tend to appeal to females.



Garnet Fire

Sudaperm™ Pink 3000C – 26.4%
 Sudaperm™ Red 2985 – 2.8%
 Sumica™ Red 4970 – 46.7%
 Sumica™ Pink 4196 – 23.3%

White, Or Is It?

Sudafast™ Blue 2773 – 0.05%
 Sumica™ Regal Blue 41431NXR – 2.65%
 Titanium Dioxide – 97.3%

Electric Blue

Sudafast™ Blue 2773 – 38%
 Sumica™ Blue 4197 – 36%
 Prestige™ Blue Glow 35385 – 24%



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: July 14th – Bastille Day