

CHROMA-CHEM[®] 844

**Solvent-Based Colorants
for Industrial Point-of-Sale &
In-Plant Applications**

chroma-chem 

- **Best-in-class quality for color retention, dispensability, and consistency in a wide variety of chemistries**
- **Specially designed for use in high-performance, non-aqueous, industrial and maintenance coating**
- **Colorant formulations minimize dispersing resin and additive levels**
- **Colorants pigments provide wide range of shades**
- **Excellent control on tinting strength volume**
- **Good compatibility with large number of maintenance and industrial coating**
- **Available for volumetric dispensing and in-plant tinting**

CHROMA-CHEM® 844

Industrial Colorants for Solvent-Based Applications

General Description

CHROMA-CHEM® 844 Colorants are designed specifically for use in high-performance, non-aqueous, industrial and maintenance coatings. The various pigments utilized in this colorant line are dispersed in a proprietary acrylic resin vehicle. This vehicle provides excellent wetting and dispersing properties superior to other acrylic resins available.

Each colorant contains a carefully selected and unique blend of vehicle, solvent, pigment and surfactants to yield acceptance in a wide range of non aqueous coatings applications. The individual CHROMA-CHEM® 844 Colorant formulations are designed to minimize the surfactant and additive levels needed to achieve colorant acceptance in a variety of coatings systems.

The pigments in the colorants were chosen to provide a wide range of shades. However, good durability, lightfastness and chemical resistance depend a great deal on the coatings, pigment choice, substrate and application conditions. It is highly recommended that the colorants be tested in the actual conditions of use to verify the suitability of the product.

Tint Strength Control

CHROMA-CHEM® 844 Colorants are controlled to a tinting strength tolerance of $\pm 2\%$ by volume, $\Delta E < 0.5$ vs. standard. This close control allows for accurate reproduction of color in our Industrial Color System, in custom systems, or for in-plant use. Rheological properties of the colorants are also controlled to allow for use in volumetric tinting machines. Volumetric formulas using CHROMA-CHEM® 844 Colorants for common color collections such as Portfolio of Color, Federal Standard 595b, RAL colors and British Standard colors can be developed to suit a variety of paint systems. Please contact your Chromaflo Technologies Technical Service Laboratory for further information.

Product Applications

CHROMA-CHEM® 844 Colorants have been evaluated in a large number of maintenance and industrial coating types at 5 to 15 percent loading. Properties tested included gloss, gloss retention, hardness, adhesion, effects of over-bake and effect of acid, alkali, solvent and water resistance. Performance with respect to these properties is excellent and consistent with what might be expected from the particular pigments. CHROMA-CHEM® 844 Colorants are recommended for use in a wide variety of coatings systems such as:

- acrylics
- alkyds
- epoxies
- polyurethanes
- polyesters
- cellulosic lacquers
- vinyl lacquers
- chlorinated rubber

The effect of the colorants on coating performance depends upon the vehicle used and the amount of colorant added. The tinted coatings should be tested by the user to insure that the desired performance specification, such as film hardness, gloss, drying time and other applicable film characteristics, are satisfied. Since coatings formulations vary from one manufacturer to the next, the base systems may require adjustment to improve color acceptance characteristics

Colorant Acceptance

Indications of incomplete colorant acceptance by a base, also known as poor color development, can include non-uniformity of the color in the tinted paint or dry film, or the creation of a color that is lighter or darker than expected. Flooding, floating and flocculation are examples of specific conditions related to incomplete colorant acceptance. Additives are often used to correct colorant acceptance issues.

The Chromaflo Technologies Technical Service Laboratory, with extensive experience in correcting acceptance problems, can make specific recommendations based on testing performed on the specific paint base. The Chromaflo Technologies Laboratory staff are dedicated to providing assistance in testing and using our products.



COLORTREND® 844 - Typical Physical Properties

Masstone	Tint	Product Code	Colorant Description	CI Pigment	Specific Gravity	% Composition by Weight			Light Fastness		
						Prime Pigment Solids	Vehicle Solids	Volatiles	Mass	Tint	VOC*g/L
		8440061	TW TITANIUM WHITE 4 L	PW 6	2.02	68.5	14.5	17.0	N	N	343
		8440451	QR QUINACRIDONE RED 4 L	PV 19	1.01	20.0	26.9	53.1	S	S	535
		8440982	UO LEAD FREE ORANGE 4 L	PO 34/PO36	1.04	24.7	26.2	49.0	S	S	512
		8441054	TRANS RED OXIDE 4 L	PR101	1.16	20.0	30.7	49.3	N	N	570
		8441063	RO RED OXIDE 4 L	PR101	1.97	61.2	12.3	26.2	N	N	515
		8441352	BU BURNT UMBER 4 L	PBR 7	1.50	44.0	24.0	32.0	N	N	478
		8441852	TRANS. YELLOW IRON OXIDE 4 L	PY 42	1.27	30.0	32.7	37.3	N	N	475
		8441863	YO YELLOW OXIDE 4 L	PY 42	1.68	53.7	14.4	31.9	N	N	535
		8442555	MY LEAD FREE MEDIUM YELLOW 4 L	PY 83/ PY 151	1.15	36.0	24.5	39.5	S	S	452
		8442852	OY ORGANIC YELLOW 4 L	PY 175	1.15	36.0	24.4	39.5	N*	**	452
		8445558	PG PHTHALO GREEN 4 L	PG 7	1.12	21.7	32.1	45.5	N	N	509
		8447262	PG PHTHALO BLUE 4 L	PB 15:2	1.06	20.6	34.7	44.7	N	N	474
		8449451	QV QUINACRIDONE VIOLET 4 L	PV 19	1.03	21.6	23.1	55.3	S	S	568
		8449955	LB LAMP BLACK 4 L	PBK 7	1.07	20.1	32.8	47.0	N	N	502

All data obtained directly from pigment suppliers, individual testing is recommended. Lightfastness is measured against the blue wool standard on a scale of 1 to 8 where 1 = severe change and 8 = no change. "d" = color darkens.

Lightfast and Resistance Key

N	No bleed / discoloration	*	no Florida data, only Fadeometer
S	Slight	**	no data
A	Appreciable		

Lightfastness and Resistance information is provided for guidance purposes only. Source: NPIRI Raw Materials Data Handbook Volume 4 (Copyright © 2000)

Locations

America

Chromaflo Technologies Corp

2600 Michigan Avenue
P.O. Box 816
Ashtabula, Ohio
44005 USA
PHONE: +1 440 997-5137
www.chromaflo.com

Europe

Chromaflo Technologies B.V.

Ankerkade 101
6222 NL Maastricht
Netherlands
PHONE: +31 43 352-7700

Asia-Pacific

Chromaflo Technologies Australia Pty Ltd

30-32 Commercial Drive
P.O. Box 996 Dandenong
3175 Victoria Australia
PHONE: +61 3 9703-8888

Malaysia

Chromaflo Technologies (M) Sdn Bhd

Lot 622 Lebu Raja Lumu,
Pandamaran Industrial Estate,
42000 Port Klang,
Selangor Darul Ehsan, Malaysia,
PHONE: +603 3163 1018
FAX: +603 3163 1019

China

Chromaflo Technologies China Ltd.

No.655. Shenfu Road,
XinZhuang Industrial Zone,
Shanghai, 201108
P.R.China
PHONE: +86 21 2416 9200

Thailand

Thailand Representative Office

Regus Sathorn Square
No. 3769, 37th Floor,
98 North Sathorn Road
Silom, Bangrak,
Bangkok 10500
Thailand
PHONE: +668 7088 0500

India

Chromaflo Technologies India Pty Ltd

J-15 Taloja MIDC,
Taloja,
Raigad District, Maharashtra State
India 410208
PHONE: +91 22 2778 8521

South Africa

Chromaflo Technologies Africa

17 Crusher Road
Crown Ext. 3
Johannesburg 2095
South Africa
PHONE: +27 11 084 1600



Health & Safety
OHSAS 18001
SAI GLOBAL



Quality
ISO 9001
SAI GLOBAL



Environment
ISO 14001
SAI GLOBAL

This information and all further technical advice is based on our present knowledge and experience. However, it implies no liability or other legal responsibility on our part, including with regard to existing third party intellectual property rights, especially patent rights. In particular, no warranty, whether express or implied, or guarantee of product properties in the legal sense is intended or implied. We reserve the right to make any changes according to technological progress or further developments. The customer is not released from the obligation to conduct careful inspection and testing of incoming goods. Performance of the product described herein should be verified by testing, which should be carried out only by qualified experts in the sole responsibility of a customer. Reference to trade names used by other companies is neither a recommendation, nor does it imply that similar products could not be used.