

## + COLORTREND® 808

### Low-VOC\* Colorants

COLORTREND® 808 standard and 808 High Performance Low-VOC and APE-free universal colorants were developed with state-of-art technology to have minimal impact on paint properties. Features of these colorants include low odor and excellent rheological properties. The COLORTREND® 808 line contains new colorant options for higher performance, offering broader color space potential for brighter colors, and solutions for better durability, superior fade resistance, and improved opacity. High concentration allows subsequent lower usage of the high strength versions. The tight quality specifications make it possible to use COLORTREND® colorants both volumetrically for point-of-sale and gravimetrically for in-plant use.

#### ► Key Benefits

- Compliance with current VOC regulations
- Newest Technology delivering improved performance
- Broader color space potential
- Higher strength for less impact on film properties
- Better fade resistance
- Improved opacity
- Flexibility in customization

\* VOC per US EPA Method 24, Colorants meet SCAQMD Rule 1113 <50 g/L

#### ► Applications

COLORTREND® Colorants can be used in many types of emulsion products requiring coloring. For example: wax emulsions for lumber marketing, leather and floor polish, latex adhesives, coated papers, grass paints, emulsion fabric coatings, leather coatings, rubber latex compounds, cement products, and artists' paints.

#### ► Color Systems

COLORTREND® 808 Low-VOC High Performance Colorants can be used in conjunction with COLORTREND® Systems-Ambiance®, Ambiance Plus™, Folio™, Internationale™, Boutique™, and Vivid Expressions™.

Formulas can be created, using any module combination, for any COLORTREND® or custom system. More importantly, by utilizing certain colorant modules or other combinations, you can add paint colors to your system or even create new colors that you could not produce before!



Product Code	Description	Canister Code	CI Index	% Pigment	Specific Gravity	Weather Fastness			Light Fastness		Solvent Fastness
						VOC*	g/L	Mass	Tint	Mass	
808-0018	Titanium White	KX	PW6	64	2.07	7	5	5	8	8	5
808-0422	Magenta	V	PR 122	38	1.30	3	4-5	4	7d	8	4-5
808-0836	Organic Red	R	PR 188	35	1.30	8	4-5	4-5	8	8	4-5
808-0848	Red	SS	PR 209/ PR 188	35	1.29	26	4-5	4-5	8	8	4-5
808-1045	Red Iron Oxide	F	PR 101	60	2.05	1	5	5	8	8	5
808-1572	Brown Oxide	I	Blend	55	1.76	5	5	5	8	8	5
808-1810	Yellow Iron Oxide	C	PY 42	57	1.85	15	5	5	8	8	5
808-2009	Raw Umber	L	PBr 7	44	1.53	5	5	5	8	8	5
808-2040	Medium Yellow	T	Blend	42	1.27	13	4-5/ 4-5	4/3-4	6/7-8	7/7	3-4/3-4
808-2551	Organic Yellow	AXX	Blend	42	1.33	21	4-5/ 4-5	3-4/3	7-8/ 7-8	7/6-7	3-4/2
808-5511	Phthalo Green	D	PG 7	44	1.38	7	5	5	8	8	5
808-7214	Phthalo Blue	E	PB 15:2	39	1.35	1	5	4-5	8	8	4-5
808-9907	Lamp Black	B	PBk 7	41	1.30	1	5	5	8	8	5
808-0425	Magenta	QME	PR 122	26	1.11	27	4-5	4	7d	8	4-5
808-0755	Organic Red	REE	PR 254	42	1.21	9	4-5	4-5	8	8	4-5
808-0972	Organic Orange	ORE	PO 73	52	1.47	8	4-5	4-5	8	8	4-5
808-2556	Organic Yellow	AGF	PY 97	40	1.15	7	4-5	3-4	7-8	7	3-4
808-2554	Organic Yellow	SXE	PY 74	51	1.29	20	4-5	4	7-8	7	3-4
808-5555	Phthalo Green	DXE	PG 7	35	1.27	33	5	5	8	8	5
808-7055	Phthalo Blue	EXE	PB 15:3	35	1.35	6	5	4-5	8	8	3-4
808-8894	Violet	JXE	PV 23	43	1.46	12	4-5	4	8	7-8	4-5
808-9957	Lamp Black	BXE	PBk 7	47	1.31	7	5	5	8	8	5

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Where Art Meets Technology