Colortrend® 810

LOW VOC Universal Machine Colorants for Architectural Point-of-Sale Applications

- COLORTREND® 810 is the world's leader in Low-VOC Point-of-Sale color system colorants
- Specially designed for broad compatibility water-based and solvent-based paints
- Higher Strength for less impact on film properties
- Wide selection of pigments and good opacity
- Includes high performance colorants for better fade resistance
- Latest technology to maximize in-canister performance
- Complies with Singapore Green Labelling Scheme (SGLS) Category 032

General Description

COLORTREND® 810 products are Low-VOC universal colorants designed to have broad compatibility in water-based and solventbased paints. They are Universal Machine Colorants which are specifically formulated for use in volumetric color dispensing machines for retail store tinting.

The COLORTREND® 810 product range is rigidly controlled and disperses easily and completely in most paint bases. However, compatibility must be re-checked after any changes in paint base formulation to ensure color fidelity. Our technical service laboratories are ready to provide support and backup in this area.

Compatibility

COLORTREND®810 Colorants are compatible with latex paints based on:

- PVA emulsions
- Acrylic emulsions
- Styrene-butadiene emulsions
- Alkyd modified emulsions
- Other water-based systems

And conventional solvent-type formulations of:

- Flat, semi-gloss and gloss alkyd enamels
- Oil-type house paints
- Wood stains
- Sash and trim paints

Color Systems

Starting point formulations for various types of water and solvent-based paints for these systems are available on request.

Other Uses

COLORTREND® Colorants can be used in many types of emulsion products requiring coloring. For example: coated papers, grass paints, emulsion fabric coatings, rubber latex compounds and artists' paints.

Permanence

The pigments used in COLORTREND® Colorants were selected to provide a wide range of hues, good durability, lightfastness, and alkali resistance. However, the lightfastness, alkali resistance and weathering properties of pigments
(particularly organic reds and yellows) depend a great deal on the coatings, substrate and application conditions. The choice of colorant used in the formulation of the final color can impact lightfastness and durability. For positive verification of lightfastness and durability, we recommend that the colorants and final color be tested under accelerated or actual weathering conditions in the coating system and on the substrates where they will be employed.

Special Consideration

High solar exposure

When formulating with COLORTREND® Colorants, consideration must be given to special circumstances of use and their affect on colorant durability. Examples of such conditions are: tropical or subtropical climates, deserts and ocean-fronting locations. In each of these instances the solar radiation received is significantly greater than most other environments

The use of organic pigments in these situations should be considered only after careful evaluation of the fastness of the colorant/ vehicle combination to ensure it will meet the expected performance. The most reliable method of testing is to expose the coating under the expected conditions of use.

Masonry/cement coatings

Organic pigments have been successfully used in coatings applied over masonry or cementitious surfaces. However, it is important that surfaces be fully cured (30 days) and adequately primed before application of a coating tinted with organic pigments. Any coating that contains cement either unpainted or uncured is a potential problem for fading of organic pigments. In no instance should organic pigments be mixed with cement and mortar without extensive prior evaluation.

Colorant selection in custom matching

In selecting a colorant combination for custom color matching, care should be taken to select those pigments that match the performance requirements for the application. For example, when lightfastness is a concern, inorganic pigment combinations should be selected over organic pigments.

Dispensing Machine Selection

COLORTREND® 810 Colorants have been thoroughly tested in a variety of commercial colorant dispensing machines and were found to dispense with ease and accuracy.

They are nonreactive with stainless steel and plastic materials used as component parts of these machines. Aluminum, aluminium alloy and bimetallic color machines should be avoided since they cause electrolytic corrosion and flocculation of the colorant.

Aging Stability

COLORTREND® Colorants remain in suspension with a minimum of agitation and do not skin. However, it is recommended that the colorants in colorant dispensing machines be stirred daily for a five-minute period to ensure reliable uniformity.

Composition of the Liquid Phase

COLORTREND® Colorants contain no binder. They contain predominantly nonionic and anionic dispersing agents in the lowest possible concentration so as not to affect the performance characteristics of coatings, such as film hardness, scrubability and weathering.

Health and Safety

COLORTREND® Colorants present minimal health and safety concerns when used with appropriate care. Each individual product in the line has been examined by our staff health and safety specialists, and their findings and recommendations are presented in a Material Safety Data Sheet (MSDS) for the individual product. These MSDS sheets are available from your local sales office.

COLORTREND® 810 Typical Physical Properties

Masstone	Tint	Product Code	Colorant Description	CI Pigment	Specific Gravity	% Composition by Weight			Light Fastness		VOC*g/L
						Prime Pigment Solids	Vehicle Solids	Volatiles	Mass	Tint	
		8100018	Titanium White	PW 6	2.02	53.3	21.3	12.3	8	8	0
		8100422	Magenta	PR 122	1.30	8.6	24.1	39.1	7	8	0
		8100825	High Performance Red	Blend	1.39	9.8	23.3	30.2	8	8	0
		8100836	Organic Red	Blend	1.31	11.1	27.1	34.8	8	8	0
		8101045	Red Oxide	PR 101	1.97	57.4	22.3	17.3	8	8	0
		8101572	Brown Oxide	Blend	1.75	39.6	21.4	22.3	8	8	0
		8101810	Yellow Oxide	PY 42	1.77	52.5	26.0	18.5	8	8	0
		8102009	Raw Umber	PBr 7	1.52	22.5	23.8	27.3	8	8	0
		8102040	Medium Yellow	Blend	1.23	36.6	26.6	29.2	7	6	0
		8102501	High Performance Yellow	Blend	1.55	27.2	21.8	27.5	8	8	0
		8102551	Organic Yellow	Blend	1.32	16.4	26.1	30.7	7	6	0
		8105511	Phthalo Green	PG 7	1.39	9.8	24.6	32.3	8	8	0
		8107214	Phthalo Blue	PB 15:2	1.41	5.3	26.4	30.1	8	8	0
		8109907	Black	PBk 7	1.34	6.9	23.7	37.1	8	8	0

* Test method ISO 11890-2:2006
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

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