

Colortrend® 878

+ In-Plant Colorants

COLORTREND® 878 in-plant colorants for latex, emulsion and water-based paints produce thousands of colors using only 12 colorants. In addition, the ethylene glycol-free system is based on the same pigments as those used in COLORTREND® universal machine dispensable colorants. The use of the same pigments eliminate metamerism, allowing for good matches between in-plant and store tinted paints. COLORTREND® 878 in-plant colorants are the perfect solution for producing colors from the COLORTREND® systems in the factory (COLORTREND® AMBIANCE®, AMBIANCE PLUSTM, FOLIO®, and PROFESSIONAL CONTRACTOR®).



► Permanence & High Solar Exposure

When formulating with COLORTREND® 878 dispersions, consideration must be given to special circumstances of use and their effect 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. For positive verification of lightfastness and durability, we recommend that the colorants be tested under accelerated or actual weathering conditions in the coating system and on the substrates where they will be employed.

► Compatibility

COLORTREND® 878 in-plant colorants are compatible with all types of water-borne systems such as:

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

► Other Applications

COLORTREND® 878 in-plant colorants can be used in many types of emulsion products requiring coloring. For example:

- Aqueous graining inks
- Wax emulsions for lumber marking
- Leather and floor polish
- Latex adhesives
- Coated papers
- Christmas tree coloring
- Grass paints
- Emulsion fabric coatings
- Leather coatings
- Rubber latex compounds
- Aqueous plastic and foams
- Artist paint

Product Code	Description	Typical Lbs/Gal	Specific Gravity	% Composition by Weight			% Composition by Volume			VOC	
				Pigment Solids	Vehicle Solids	Volatiles	Pigment Solids	Vehicle Solids	Volatiles	Lbs/Gal	g/L*
888-0018	Titanium White	16.8	2.03	67.6	8.8	23.6	35.5	17.7	46.9	2.1	246
888-0422	Magenta	9.1	1.28	18.2	12.1	69.7	13.4	12.9	73.7	3.9	468
888-0825	Organic Red	9.7	2.30	25.6	11.0	63.4	19.4	12.0	68.5	3.5	420
888-0836	Red Oxide	18.0	1.12	62.6	9.4	28.0	25.0	19.0	56.0	2.2	259
888-1045	Brown Oxide	15.6	1.12	59.1	7.8	33.1	24.4	14.4	61.2	2.3	279
888-1572	Yellow Oxide	16.5	1.35	62.7	8.6	28.7	30.1	16.2	53.7	1.8	210
888-1810	Raw Umber	12.7	1.16	46.4	8.3	45.3	21.8	12.2	66.0	2.7	324
888-2009	Medium Yellow	10.0	1.22	41.2	11.5	47.3	32.8	13.3	53.8	3.5	414
888-2040	Organic Yellow	10.3	1.98	45.8	11.1	43.1	37.6	12.9	49.5	1.8	210
888-2501	Phthalo Green	11.0	2.07	25.6	25.2	49.2	13.6	29.4	57.0	2.3	271
888-2551	Phthalo Blue	9.2	1.72	17.9	18.6	63.5	12.1	20.0	67.9	2.2	268
888-5511	Carbazole Violet	9.0	1.70	8.0	32.8	59.2	5.2	33.9	60.9	1.6	189
888-7214	Lamp Black	10.9	1.75	46.0	9.3	44.8	32.4	11.7	55.9	2.3	270

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Where Art Meets Technology