

**+ Colortrend® 805**

**Low-VOC\* Colorants**

Colortrend 805 colorants are uniquely formulated, low-VOC and used for point-of-sale tinting of Architectural paints and coatings. They have excellent rheological properties, provide minimal impact on coating performance, and are very low-odor.

**► Applications**

COLORTREND® 805 colorants are universal and can be used in a wide range of Decorative waterborne and solventborne coating systems.

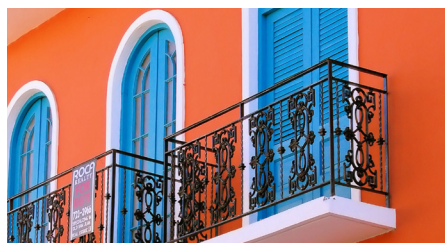
**► Key Benefits**

- Compliance with current and future VOC regulations.
- Utilizes the newest technologies, delivering improved performance.
- Assures high compatibility in a wide range of base formula compositions.
- Superior rheology delivers outstanding stability with minimal settling.
- Improved scrub resistance compared to other standard competitive colorants.
- Colorant consistency ensures highly dependable and reproducible tinting accuracy.



**► Other Uses+**

COLORTREND® 805 Colorants can be used in many other types of products requiring coloring including: latex adhesives, caulks and sealants, grout, coated papers, leather coatings, and rubber latex products.



Product Code	Description	Can Code	CI	Typical Lbs/Gal	Specific Gravity	Composition by Weight			Composition by Volume			VOC g/L
						Pigment Solids	Vehicle	Volatiles	Pigment Solids	Vehicle	Volatiles	
805-0018	Titanium White	KX	PW 6	16.1	1.94	65.2	14.2	20.6	36.4	29	34.6	4
805-0422	Magenta	V	PR 122	11.5	1.38	45.7	11.9	42.4	28.7	15.9	55.4	4
805-0426	Magenta	VL	PR 122	9.6	1.15	34.1	15	50.9	21.4	20	58.6	4
805-0755	Organic Red	R	PR 254 blend	9.6	1.15	38.3	20.1	41.6	23	22.6	54.4	2
805-0836	Organic Red	RL	PR 188	10.9	1.31	41.9	17.1	41	23.4	23	53.6	8
805-1045	Red Oxide	F	PR 101	17.0	2.04	61.9	14.3	23.8	30	30	40	3
805-1572	Brown Oxide	I	Blend	14.3	1.72	53.7	19	27.3	30	32	38	3
805-1810	Yellow Oxide	C	PY 42	15.3	1.84	60.8	14	25.2	29.1	27.3	43.6	5
805-2009	Raw Umber	L	PBr 7	12.0	1.44	41.3	20.6	38.1	23.1	23.8	53.1	5
805-2040	Medium Yellow	T	Blend	10.5	1.26	44.9	18.4	36.7	28.2	23.9	47.9	6
805-2504	Perma Cal Yellow	AX	Blend	11.1	1.33	46.9	17.2	35.9	29.5	23.6	46.9	8
805-2860	High Hide Yellow	Y	PY184	17.8	2.13	63.4	19.4	17.2	35.9	30.1	34	4
805-5511	Phthalo Green	D	PG 7	11.0	1.32	36	16	48	22.6	14.7	62.7	7
805-7214	Phthalo Blue	E	PB 15:2	10.8	1.30	33.6	23.1	43.3	21.1	22.3	56.6	7
805-8895	Carbazole Violet	J	PV 23	11.4	1.37	44	15	41	26.4	20	53.6	7
805-9907	Lamp Black	B	PBk 7	11.4	1.37	41.7	16.7	41.6	26.7	19.5	53.8	3

\*VOC per ASTM D6886, Colorants meet SCAQMD Rule 1113 <50 g/L

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Where Art Meets Technology