

## + ChromaChem® 844

### Colorants and Color Systems for Solvent-based Industrial Applications

Chroma-Chem 844 colorants are specifically designed for tinting high performance, nonaqueous, industrial and maintenance coatings.

Based on a unique proprietary acrylic resin Chroma-Chem 844 colorants show a broad compatibility in various solvent-based systems such as:

- Acrylics
- Alkyds
- Cellulosic Lacquers
- Polyurethanes
- Chlorinated rubber
- Vinyl lacquers
- Polyesters
- Epoxies
- Melamine formaldehyde
- Urea formaldehyde

#### ► Properties

Designed for the specific needs of European industrial paint and coatings producers, Chroma-Chem 844 provides the following advantages to bring additional value to your color system:

- APE free colorants
- Unique acrylic resin providing excellent wetting and dispersing properties
- Broad compatibility in a wide range of coatings with minimum impact on paint properties
- Pigment selection and concentration according to requirements for industrial applications such as: light- and weather fastness and chemical resistance
- Colorants for solvent-based coating applications such as: Industrial coatings, wood & furniture coatings, protective & marine coatings and concrete protection & flooring
- Broad range of color collection available such as RAL and Chroma-Chem Industrial color collection
- Due to tight specifications the colorants are applicable for volumetric and gravimetric use in POS and In-Plant tinting systems
- Amine-free colorants which do not react with isocyanates

Chroma-Chem 844 colorants meet all requirements for a high-performance coating system in terms of compatibility, pigment selection, gloss, gloss retention, hardness, adhesion, effects of over-bake, effects of acid, alkali, solvent and water resistance, as well as several other key performance factors.

#### ► Our Services

As a frontrunner in integrating tinting solutions, Chromaflo Technologies provides excellent service in the set-up of your tinting systems as well as smooth colorant technology conversions. Our technical support includes:

- Assurance of colorant and base paint compatibility
- System design, optimization and pigment selection
- Color matching and database development
- Equipment compatibility and sales support

Stringent production controls and processes ensure that all colorants are manufactured to rigid specifications for color shade, strength and rheology. The end result is assured color accuracy and reproducibility.



Name	Color	Pigment	Pigment content of colorant [%]	Light Fastness of Pigment <sup>1</sup>		Weather Resistance of Pigment <sup>2</sup>		Density of Colorant (kg/m <sup>3</sup> )
				Mass	Tint	Mass	Tint	
844-0071 TWx	White	PW 6	67	8	N.A.	5	N.A.	1901
844-9965 LBx	Black	PBk 7	21	8	8	5	5	1075
844-1871 YOx	Yellow Oxide	PY 42	50	8	8	5	5	1626
844-1071 ROx	Red Oxide	PR 101	60	8	8	5	5	1955
844-2565 MYx	Yellow	PY 151/ PY 83	36	8/ 7-8	7-8/ 6-7	5/ 4	4-5/ 3	1186
844-2852 OYx	Yellow	PY 175	28	7-8	7-8	5	4	1099
844-7272 PBx	Blue	PB 15:2	24	8	8	5	4-5	1044
844-1362 BUx	Burnt Umber	PBr 7	45	8	8	5	5	1404
844-5568 PGx	Green	PG 7	23	8	8	5	4-5	1075
844-0461 QRx	Red Violet	PV 19	22	6-7	7-8	4	4	1033
844-9461 QVx	Red Violet	PV 19	19	6-7	7-8	4	4	1039
844-0992 UOx	Orange	PO 36/ PO 34	23	8/ 6-7	7-8/ 5-6	5/ 3-4	4/ 1-2	1052

The values given in the table are guidance figures only. The data is obtained from pigment suppliers, individual testing is recommended.

<sup>1</sup> Light fastness is measured on an eight step blue scale, where 1 = very poor light fastness, 8 = excellent light fastness.

<sup>2</sup> Weather resistance is measured on a five step gray scale, where 1 = very poor weather resistance, 5 = excellent weather resistance.