Architectural in-plant colorants

Color Solutions

Colortrend® C

- High-Strength, pourable color pastes for in-plant tinting of emulsion and water-based paints
- Designed for dispensing gravimetrically
- Highly concentrated, binder-free with broad compatibility
- Wide range of pigment selection
- Color consistency ensures repeatable results
- Replaces self-grinding to reduce time-consumption and more effective
- Ease of handling and dust-free environment

Rev. 03/2025

General description

Colortrend C colorants are high-strength, pourable color pastes recommended for in-plant tinting of emulsion and water-based coatings. All colorants have a 6 minimum fineness of grind Hegman gauge (<20Δm) which make Colortrend C colorants ideal for the tinting of latex paints.

Colortrend C colorants are cost effective, high-concentration aqueous dispersions containing high quality CI pigments that many paint formulating professionals want to use. Strength is controlled to ±2% vs. standard, ΔE 0.6 vs. standard.

Compatibility

Colortrend C colorants are compatible with all type of lattices such as:

- Styrene butadiene
- Semi-gloss and gloss latices
- Polyvinyl acetate
- Alkyd resin emulsions
- Acrylics
- Vinyl acetate-ethylene copolymers
- Alkyd modified latices

Other applications

Colortrend C colorants contain synergistic combinations of wetting and dispersing agents which allow them to mix readily into a variety of aqueous media and form stable dispersions in any ratio.

Colortrend C colorants can be used in many types of emulsion products that require coloring such as: synthetic resin emulsion paints, aqueous wood stains, aqueous transparent wood finishes, synthetic latices, and polyester and acrylate casting resins.

Colortrend C - high durability colorants - general description

Colortrend C high durability colorants are high strength, high-durability aqueous pigment dispersions for in-plant architectural coatings. The Colortrend C high durability range includes 4 products In the red, orange, yellow color spectrum for use where exceptional exterior durability (light and weatherfastness) is required.

Mass-tone	Tint	Product code	Colorant description	CI pigment	Specific gravity	Prime pigment solids	Lightfastness (approx.)		Weatherfastness (approx.)	
							1 : 1	1 : 25	1 : 1	1 : 25
		8722871	HD Yellow C100	Yellow 184	2.00	55	8	8	4-5	4-5
		8722814	HD Yellow C105	Yellow 154	1.21	30	8	7-8	5	5
		8720915	HD Orange C120	Orange 73	1.12	38	8	7-8	4-5	4-5
		8720715	HD Red C140	Red 254	1.18	34	8	7-8	4-5	4-5

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. "d" = color darkens.

Mass-tone	Tint	Product code	Colorant description	CI pigment	Specific gravity	Prime pigment solids	Lightfastness (approx.)		Alkaline fastness
							1 : 1	1 : 25	
		8722823	Yellow C1	Yellow 3	1.24	44	7	5-6	5
		8722040	Yellow C2	Yellow 1 & 74	1.23	36	6-7	4-5	5
		8720771	Red C3	Red 3	1.18	44	7	3-4	5
		8720801	Red C4	Red 112	1.18	40	7	6	5
		8727225	Blue C5	Blue 15	1.23	43	8	8	5
		8727027	Blue C6	Blue 15.3	1.25	48	8	8	5
		8725513	Green C7	Green 7	1.41	50	8	8	5
		8729908	Black C8	Black 7	1.27	45	8	8	5
		8722010	Yellow C9	Yellow 83	1.17	35	6-7d*	4-5	5
		8728805	Violet C10	Violet 23	1.16	30	7-8	6-7	5
		8720019	White C11	White 6	2.14	62	8	8	5
		8722805	Exterior yellow C15	Yellow 10	1.21	30	7-8	7-8	5
		8721812	Yellow oxide C16	Yellow 42	1.83	53	8	8	5
		8721025	Red oxide C17	Red 101	2.04	63	8	8	5
		8720401	Exterior red C18	Violet 19	1.13	28	6-7d*	7	5
		8722520	Exterior yellow C19	Yellow 97	1.28	24	7	6	5
		8721826	Yellow oxide C26	Yellow 42	1.87	55	8	8	5
		8721027	Red oxide C27	Red 101	2.19	66	8	8	5
		8729988	Black C30	Black 7	1.26	42	8	8	5

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. "d" = color darkens.

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