

Volume 3 | August 2020

Greetings from Sudarshan

Welcome to the August edition of Sudarshan's "Connecting With Color" monthly newsletter. This is the third installment of our monthly newsletter and the first two editions have gotten a lot of attention in the world of color! Sudarshan has been manufacturing pigment in India since 1952 starting with chrome pigments PY34 and PR104. In the past 68 years our product mix has continued to expand to include a well-rounded portfolio of pigments including classical azo, high performance organic pigments as well as a large range of effect pigments. This month we are pleased to introduce to you our newest line of pigments designed for your digital inkjet formulation needs – **Sudajet™**. These pigments provide the formulator the required dispersibility, particle size and stability that is a must for these types of applications. This month we are highlighting Sudajet™ 5301D, a PB 15:3 process cyan pigment. *Interested in taking a look?* Connect with our US sales team at usa@sudarshan.com or your current account manager.



Creating New Illusions in Color & Special Effects for the Coatings, Plastics and Ink Industries

SUDARSHAN'S LATEST NEWS AND UPDATES

01. Sudarshan's Product Portfolio – Organic and Inorganic Pigments, Micac, CICP's and Solvent Dyes

02. New Product Launches – Sudajet™ 5301D

03. Color Design and Market Concepts – Cosmetic Color to Coatings and Plastics

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Sudarshan North America:
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Pigments for Digital Ink

Sudajet Blue 5301D

Sudajet Blue 5301D

Product description

Pigment Blue 15:3
Phthalocyanine

Sudajet Blue 5301D is specifically designed for use in digital inks. It offers a neutral process cyan shade with very good fastness properties.

Value proposition

- Sudajet Blue 5301D offers the formulator
- Good dispersibility resulting in small particle size and a narrow size distribution
 - Stable, low viscosity ink formulations
 - Good filterability
 - Compatibility with glycols and other solvents typically used in inkjet formulations
 - Controlled purity and low ion content

Technical data

Specific gravity - 1.54 g/cm³
Oil absorption - 40 g/100 g
Conductivity - < 200 μs/cm

Areas of application

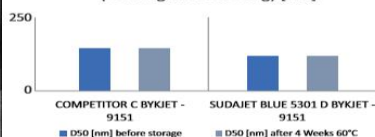
- Aqueous ink jet inks
- Solvent ink jet inks
- UV curing ink jet inks
- Electrophotographic toners

Technical support

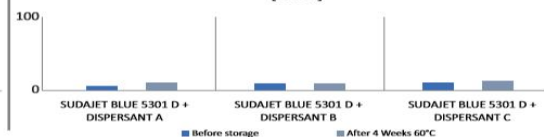
Guide formulations can be provided which includes dispersing agents Bykjet®9151, Disperbyk® 190 and Zetasperse®3800.

- Recommended
- Potential use
- Not recommended

Particle Size of Aqueous Dispersion (20% Pigment Loading) [nm]



Viscosity of Aqueous Dispersion [mPas]



Sudarshan Chemical Industries is a leading producer of performance colorants. Sudarshan manufactures an extensive range of organic, inorganic, pearlescent pigments and liquid dispersions. Sudajet Blue 5301D is specifically designed for use in digital inks. It offers a neutral process cyan shade with very good fastness properties.



WE ARE A LEADING WORLD CLASS COLOR SOLUTION PROVIDER



Ideas for color can come from a variety of places. Color designers in any industry often look towards trend colors of the fashion and cosmetic industries for inspiration. At Sudarshan, the Industrial team partnered up with the Cosmetic team to do just that in order to provide the color designer inspiration. In this month's Connecting With Color series we converted a number of eye shadow colors into color formulations for both coatings and plastics. Below is just one example but we would be pleased to review the entire collection with your teams so please reach out to us! (bpsiro@sudarshan.com)



Contact Us Today

To request samples, receive more information or set up a virtual presentation, please contact your local Sudarshan Representative today or email usa@sudarshan.com.

**SB PU
Base/Clear**

Sudaperm Pink 2997C
29%

Sudafast Blue 2773
9.7%

Sumica Iridescent Pink 4196
30%

Prestige Blue Glow 35385
30%

Carbon Black 0.07%
TiO2 1.27%

Concord Crush



Concord Crush is inspired by Pantone's Grape Compote, the anthocyanin rich fruits of the season and sublime succulents.

Pigment	Concentration
Sumicos Radiant Orchid SM336	50%
Prestige Blue Glow 35385	50%

**LDPE, 2RM
2% Pigment**

Sudaperm Pink 2991
18.7%

Sudafast Blue 2764
6.3%

Sumica Iridescent Pink 4196
25%

Prestige Blue Glow 35385
50%

Pigment:Mica = 40:60
PP/B = 25,57