



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

Color of the Day: December 21st

SUDARSHAN'S LATEST NEWS AND UPDATES

Greetings from Sudarshan

Welcome to the December 2021 edition of Sudarshan's "Connecting With Color" monthly newsletter.

As we near the end of 2021, we would like to reflect on what Sudarshan has brought you this year. Some of the highlights are:

- **New products** in our **PR122** index – Sudaperm™ Pink 3000C
- **New products** in our **PV19** index – Sudaperm™ Red 2988C and Sudajet™ Red 5321D
- **New chemistry (PY138)** in the HPP brand – Sudaperm™ Yellow 3030C
- **New chemistry (PY174)** in the Azo brand – Sudacolor™ Yellow 190D
- **Three new brands** were launched – Sudajet™ (ink jet), Sudasol™ (solvent dyes) and Sudatherm™ (CICP)
- **New effect mica pigments** launched – Sumica™ Regal Blue 41431 / 41431NXR
- A full season of **Pigment 101 Lunch & Learn webinars**

Color of the Day: December 13th

1. Greetings from Sudarshan –

A Year in Review

Featured Products - Sudacolor™

02. Yellow 190D (Pigment Yellow 174)

Color of the Day: December 10th

03. Color Design and Market Concepts –

Color of the Month – *Starry Silver*

Sudarshan Chemical Industries Limited:
contact@sudarshan.com

Sudarshan North America:
usa@sudarshan.com

Sudarshan Europe:
eu@sudarshan.com

Sudarshan China:
china@sudarshan.com

Sudarshan Mexico:
mexico@sudarshan.com

Sudacolor™ Pigments for Inks

Sudacolor™ Yellow 190D



Sudacolor™ Yellow 190D (PY174)

Technical Properties

Product Description

- Pigment Yellow 174
- Disazo

Advantages

- Mid shade
- Transparent
- Excellent flow

Applications

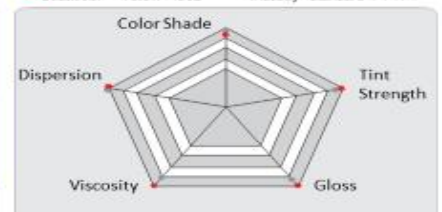
- Offset Screen Printing

Oil Absorption	45 ± 10%	
Specific Gravity	1.36 ± 0.1	
Bulk Density g/ml	0.39 ± 0.1	
pH Value	6 - 9	
Volatile Matter	1 %Max	
Resistance to Acid	3 - 4	
Resistance to Alkali	2	
Bleeding in Xylene	2	
Bleeding in Methyl Ethyl Ketone	3	
Bleeding in Ethyl Acetate	4	
Bleeding in Cellosolve	3	
Bleeding in Mineral Turpentine	4	
	Full Shade	Tint
Weather Fastness (Grey Scale 1-5)	-	-
Light Fastness (Blue Wool Scale 1-8)	3 - 4	4

Drawdown Comparison



• Sudacolor™ Yellow 190D • Industry Standard PY 174



Color of the Month

December 2021



Starry Silver



34%
Sumica Titan Black
41130
10-60 micron



42%
Sumica Silver
4179
10-60 micron



24%
Sumica Silver Flash
4152
15-150 micron

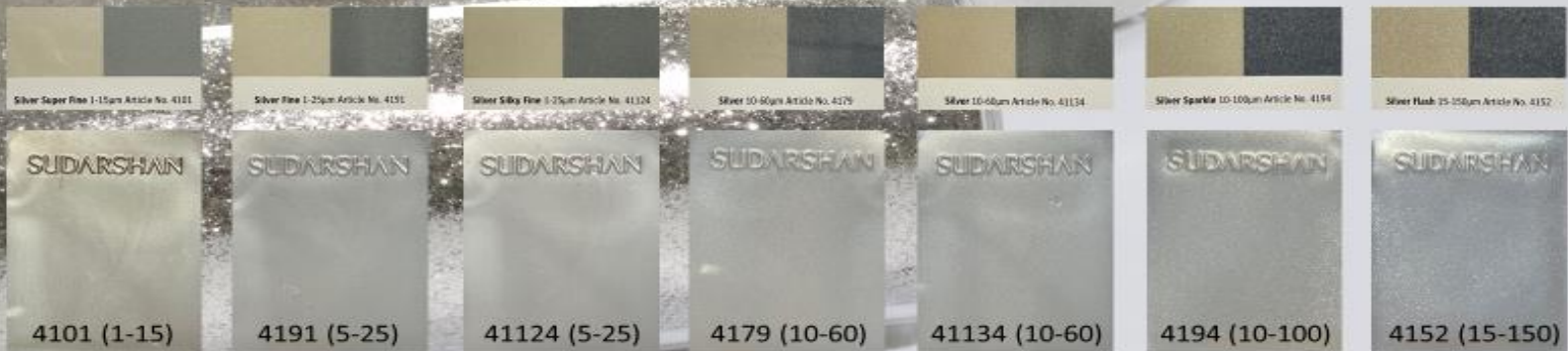


WE ARE YOUR LEADING WORLD CLASS COLOR SOLUTION PROVIDER

Color of the Day: December 25th

SUDARSHAN

Sumica™ Silver Mica Effect Pigments



2% Pigment, HPDE

To request samples, receive more information or set up a virtual presentation, please contact your local

Sudarshan representative today or email contact@sudarshan.com.

Color of the Day: December 31st