



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

SUDARSHAN'S LATEST NEWS AND UPDATES

1. Greetings from Sudarshan – To 2023 and Beyond!
2. Featured Products - PR 177 - Sudaperm™ Red 2975K, 2975C
3. Color of the Month – **Hot Pepper**
4. Pigments 101 – No webinar this month. Enjoy the holiday season and we will be back at it in January 2023!

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Greetings from Sudarshan

Welcome to the December 2022 edition of Sudarshan's "Connecting With Color" monthly newsletter.

It is the end of the year and time to reflect on the current year and time to plan for the new year. For the past year, Sudarshan has expanded in chemistries, product portfolios, and manufacturing capacity.

CICP – 3 new color indices (PY53:6406K, PBR24:6431K and PY119:6416K)

PV23 – 2 for plastics (2954K, 2946K) and 1 for coatings (2941C)

PY138 – 2 for plastic (3031K, 3033K) and 2 for coatings (3030C, 3032C)

PR122 – 1 plastics (2991K) and 1 inkjet (5308D)

PR177 – 1 plastics (2975K) and 1 coatings (2975C)

Mica effect – 1 opaque blue (41431/41431NXR) and 1 high chroma iridescent blue (41443)

The best news is that we have great plans for even more products in 2023 to meet your colorant needs! Sudarshan is pleased to be your colorant solution provider and if you have a need, please connect with us at contact@sudarshan.com or your current Sudarshan representative.

Color of the Day: December 12th

Sudaperm™ Pigments for Plastics

Sudaperm™ Red 2975K



Sudaperm™ Red 2975K (PR 177)

Pigment Red 177 (PR177)

Anthraquinone Chemistry
CAS:



Advantages

Transparent blue shade red in color
Excellent light and weather fastness
High color strength



Sudaperm™ Red 2975K (plastics)

Low warping
High heat stability

Sudaperm™ Red 2975C (coatings)

High transparency
Excellent for effect pigments
Tinted clear coats

Sudaperm™ Pigments for Coatings

Sudaperm™ Red 2975C



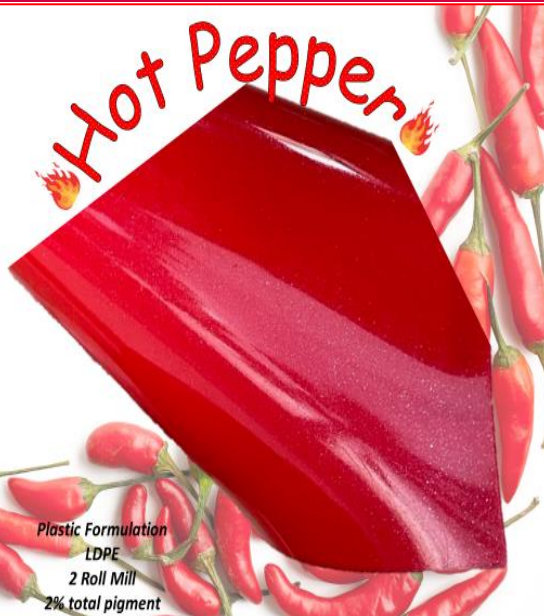
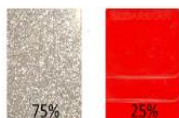
Sudaperm™ Red 2975C (PR 177)



WE ARE YOUR LEADING WORLD CLASS COLOR SOLUTION PROVIDER

Color of the Month
December 2022

75% Sumica™ Silver Glitter 4136
(40-450 μm)
25% Sudaperm™ Red 2963K
(PR170)



Plastic Formulation
LDPE
2 Roll Mill
2% total pigment



Hot Pepper



We are bringing some interesting pop to an opaque pigment.

Normally it is difficult to “dress” up a color formulation that requires opacity. It is possible but, the formula requires movement to a larger particle size mica effect pigment.

Hot Pepper is a simple formulation of a yellow shade PR170 (**Sudaperm™ Red 2963K**) and a glitter-sized silver mica (**Sumica™ Silver Glitter 4136**).

Imagine the glitter effect of your product catching the eye of the consumer!



Sudarshan has you covered!

- ❖ Color palette
- ❖ Global presence
- ❖ Full-service applications lab
- ❖ Technical training
- ❖ Cost effective alternatives
- ❖ “Big picture” initiatives
- ❖ Reducing carbon footprint
- ❖ Child-free labor

Sudarshan is looking toward 2023 and beyond. We want to be your colorant partner in your journey as well. Let's create the road map together.



www.Sudarshan.com



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

Sudarshan representative today or email contact@sudarshan.com.