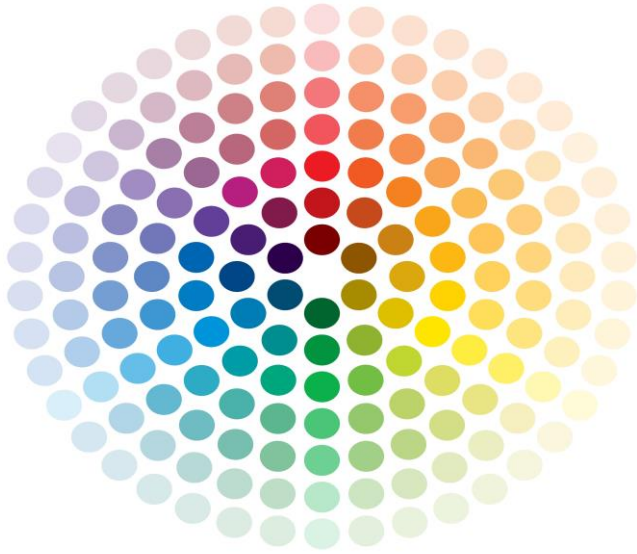


# Connecting With Color SUDARSHAN

Volume 19 | January 2022



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

## SUDARSHAN'S LATEST NEWS AND UPDATES

01. Greetings from Sudarshan –  
Another New Year!

02. Featured Product - Sumica™ Bright White 41133WR (mica effect)

03. Color of the Month –  
*New Year, New Beginnings*

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## Greetings from Sudarshan

Welcome to the January 2022 edition of Sudarshan's "Connecting With Color" monthly newsletter and welcome to 2022!

We are at the start of another new year and Sudarshan is poised to have an exciting year with the expansion of our latest brands - Sudasol™ Solvent Dyes, Sudatherm™ CICPs and Sudajet™ Inkjet Pigments. In addition, our current organic brands - Sudaperm™, Sudafast™ and Sudacolor™ and mica effect brand - Sumica™ continue to expand with new products in existing chemistries and the introduction of new chemistries.

With the new year, Sudarshan continues to be your one stop colorant supplier.

- All products are manufactured by Sudarshan employees and with tight quality control.
- Technical support is available for color matching and design.
- Product, process and formulation support is available via the vast experience of our technical team.

Color of the Day: January 17th

Sumica™ BrightWhite 41133WR

Sumica™WR

Sumica™ **Bright White**  
Excellent Long Term Weatherability



### Properties of Sumica™ WR Pigments

- Non-reactive
- Easy to disperse
- Free flowing powder
- Excellent light and weather fastness

### Suitability of Sumica™ WR Pigments

- Automotive OEM and Refinish paints.
- Coil Coating
- Architectural Coatings and Powder Coatings
- Coatings for plastic parts for exterior use
- Plastics coloration for exterior applications

### • Powder and Coil Coatings:

- Meets the requirements of AAMA 2604 and 2605
- Excellent detergent and window cleaner resistance
- Excellent acid rain resistance

[sudarshan.com](http://sudarshan.com)

SUDARSHAN



WE ARE YOUR LEADING WORLD CLASS COLOR SOLUTION PROVIDER

Did You Know?

Green

nature, growth, harmony,  
wealth and stability

- ❖ Green is associated with taking action - "getting the green light"
- ❖ Green is the most restful color to the eye
- ❖ The human eye sees more shades of green than any other color

Color of the Month

January 2022

New Year, New Beginnings



Solvent Based Polyurethane Base Coat with Tinted Clear Coat

Base Coat	%
Sudaperm™ Red 2988C PV19	31.9
Sudafast™ Blue 2773 PB15:2	6.4
Sumica™ Regal Blue 41431NXR Mica	56.4

Tinted Clear Coat	0.5%
Sumica™ Silver SI155 (15-150 µm)	60
Sumica™ Super Flash Gold 41665 (15-150 µm)	30
Sumica™ Super Bronze 4974 (20-200 µm)	10

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

Sudarshan representative today or email [contact@sudarshan.com](mailto:contact@sudarshan.com).

Color of the Day: January 28th