

Greetings from Sudarshan

Welcome to our "Connecting with Color Newsletter". In this first edition, we will update the CV19 lock down in India, highlight recent activities at Sudarshan and introduce our latest color technologies for you. If you have a suggestion for future topics, please send us a quick email to usa@sudarshan.com.

The India government has begun lifting restrictions on CV19 lock down and fortunately Sudarshan was one of the last pigment producers to close as well as the first to re-open. Our manufacturing plants in Roha and Mahad have resumed production to near full capacity and we have resumed international exports. Jump over to sudarshan.com for all our activities. Our US based sales team is making plans to travel but, in the meantime, we continue to service our customers through various Virtual Conferencing Tools. Let us help you with your current pigment needs today.



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

SUDARSHAN'S LATEST NEWS AND UPDATES

01. Covid-19 Preparedness & Business Continuity

02. New Product Launches

03. Featured Products, Color Design and Market Concepts



Global Head Quarters:
contact@sudarshan.com

Sudarshan North America:
usa@sudarshan.com

Sumica™ Regal Blue 41431NXR

Sumica™ NXR

Sumica™ **opaque blue** with
a majestic shadow



Properties of Sumica™ NXR Pearl pigments

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

Suitability of Sumica™ NXR Pearl Pigments

- Automotive OEM and Refinish Paints
- Coil Coating
- Sports and Equipment
- Electronics
- Architectural coatings
- Powder Coating
- Coatings for plastic parts for use in exterior applications e.g. automobile grills or bumpers
- Plastic coloration for exterior applications e.g. garden furniture, stadium chairs, etc.

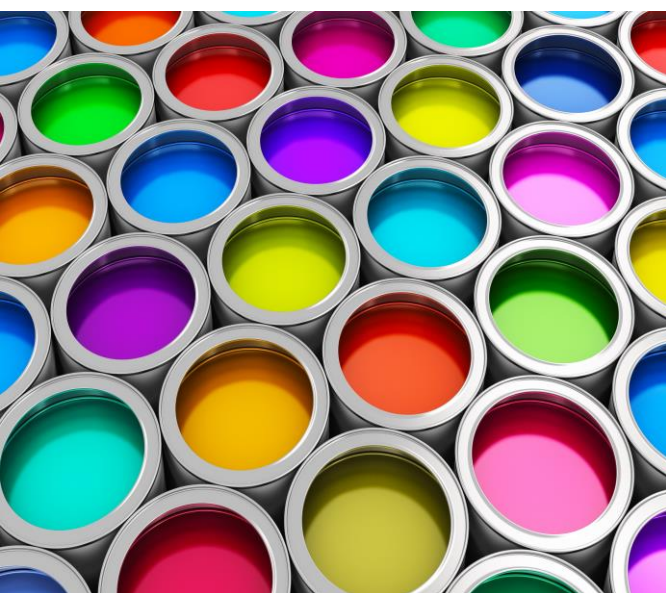


Using Effects to Sell:

- Effect pigments lead to distinctive color effects that catch your eye
- Colors balance function, aesthetics, technology and art
- Customers buy with their heart
- ~70% of buyers opt for an effect color regardless of color they choose



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|--|------------------------------------------------------|
| | 54% 2789 Sudafast Blue PB15:3 |
| | 13% SM130 Iobla Mist |
| | 11% 4152AY Silver Flash |
| | 22% 4179 Silver |



WE ARE A LEADING WORLD CLASS COLOR SOLUTION PROVIDER

Presentations and Market Concepts

In a time when less is more, adding a small amount of an effect pigment to your latest color design whether it is a coating, plastic or an ink product will really make your product shine & stand out in a crowded market. For more ideas, see our latest "Connecting With Color" Design Booklets.

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.