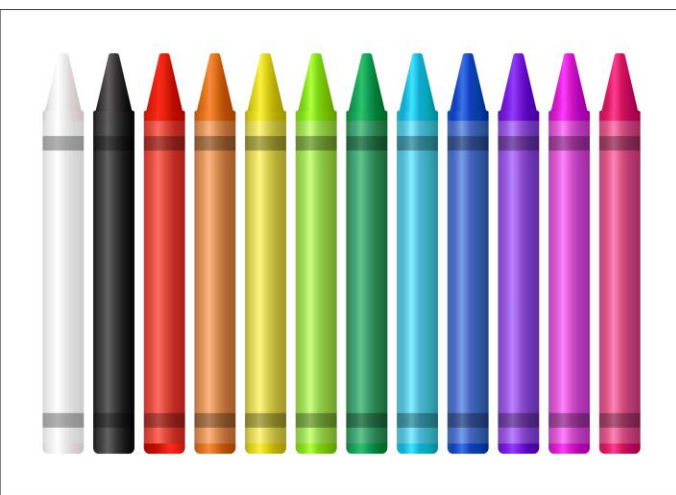


# Connecting With Color SUDARSHAN

Volume 23 | May 2022



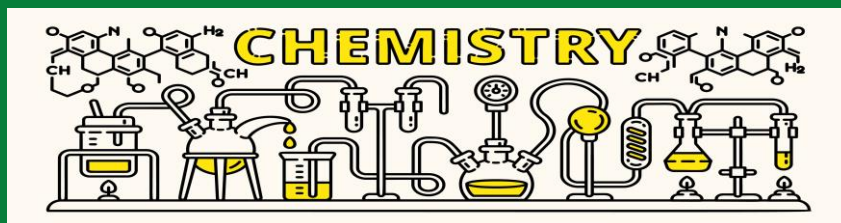
*Creating New Illusions in Color & Special Effects for the Coatings, Plastics and Inks Industries*

**SUDARSHAN'S LATEST NEWS AND UPDATES**

## Greetings from Sudarshan

Welcome to the May 2022 edition of Sudarshan's "Connecting With Color" monthly newsletter. Sudarshan is on the move again with several new product launches – Sudacolor™ Yellow 197D (PY13 for solvent-based inks), Sudaperm™ Yellow 3031K (PY138 for plastics) and Sudatherm™ Tan 6416K and C (PY119 for plastics and coatings).

We have an exciting year planned for additional products in all our brands and look forward to bringing colorant solutions to all your application needs. Sudarshan is pleased to be your colorant solution provider and if you have a need, please connect with us at [contact@sudarshan.com](mailto:contact@sudarshan.com) or your current Sudarshan representative.



Color of the Day: May 16th

Sudacolor™ Pigments for Inks

Sudacolor™ Yellow 197D



Sudacolor™ Yellow 197D is a transparent disazo pigment with high color depth & reddish tone. The product is recommended for solvent base packaging ink, specially recommended for NC systems in flexo & gravure printing.

### Product Description

- Pigment Yellow 13
- Disazo

### Advantages

- Bright shade
- Reddish tone
- Transparent
- Excellent depth

### Recommended applications

- NCPU ink
- NC concentrate
- NC alcohol

### Technical properties

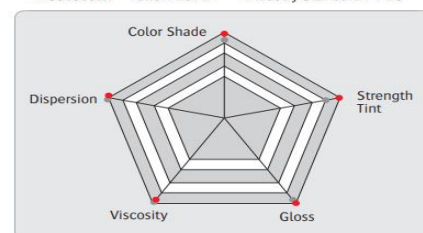
Oil Absorption	37 ± 10%
Specific Gravity	1.25 ± 0.1
Bulk Density g/ml	0.67 ± 0.1
pH Value	4 - 7
Volatile Matter	1 % Max
Resistance to Acid	5
Resistance to Alkali	4
Bleeding in Xylene	2 - 3
Bleeding in Methyl Ethyl Ketone	2 - 3
Bleeding in Ethyl Acetate	3
Bleeding in Cellosolve	3
Bleeding in Mineral Turpentine	3

	Full Shade	Tint
Weather Fastness (Grey Scale 1-5)	-	-
Light Fastness (Blue Wool Scale 1-8)	4	3

### Drawdown Comparison



• Sudacolor™ Yellow 197D • Industry Standard PY 13



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Sudarshan Chemical Industries Limited:  
[contact@sudarshan.com](mailto:contact@sudarshan.com)



*Did You Know...*  
May 2022

# Cobalt

- ❖ Cobalt is the color of ingenuity and enlightenment?
- ❖ Cobalt is a darker shade of the standard blue but offers some mystery?
- ❖ Cobalt can help to promote your brand or product?
- ❖ Cobalt provides an energetic vibe to your color palette?



**Sumica™ Regal Blue 41431NXR**  
10-40 micron PSD  
Chrome-Free Surface Treatment

**WE ARE YOUR LEADING WORLD CLASS COLOR SOLUTION PROVIDER**

**Color of the Month**  
May 2022

# Blue Jeans

Stone Washed	Medium Indigo	Classic	Dark Wash
95% Sumica™ Silver Super Fine 4101 (1-15 µm)	90% Sumica™ Silver Super Fine 4101 (1-15 µm)	75% Sumica™ Silver Super Fine 4101 (1-15 µm)	50% Sumica™ Silver Super Fine 4101 (1-15 µm)
5% Sumica™ Regal Blue 41431 (10-60 µm)	10% Sumica™ Regal Blue 41431 (10-60 µm)	25% Sumica™ Regal Blue 41431 (10-60 µm)	50% Sumica™ Regal Blue 41431 (10-60 µm)



Sumica™ Silver Super Fine 4101 (1-15 µm)      Sumica™ Regal Blue 41431 (10-60 µm)

\*2% Total Pigment Loading  
\*Injection Molding



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) .