



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

## SUDARSHAN'S LATEST NEWS AND UPDATES

1. Greetings from Sudarshan – Complete Color Space Coverage
2. Featured Products – **Pigment Violet 23 (PV23)**
3. Color of the Month – **Voila! It's Violet**
4. Pigments 101 – **Yellow** (Organic, Inorganic, Solvent Dye, Mica Effect Pigments)  
Tuesday, February 28<sup>th</sup> @ 11:00 AM EST

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## Greetings from Sudarshan

Welcome to the February 2023 edition of Sudarshan's "Connecting With Color" monthly newsletter.

It is February already as the new year kicks off with a bang. The same could be said about Sudarshan as well. Last month we highlighted a complete portfolio of PY138 for plastics and coatings (both green shade and red shade products to meet the global color needs). This month we are doing the same with our other new chemistry Carbazole – PV23. Sudarshan manufactures both blue shade and red shade PV23 pigments for the plastic and coating/inks application areas.

In the information panel below, we highlight these products.

Blue Shade: Sudaperm™ Violet 2945K (plastics) and 2941C (coatings/inks) 

Red Shade: Sudaperm™ Violet 2946K (plastics) and 2940C (coatings/inks) 

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: February 13<sup>th</sup>

## Sudarshan's Pigment Violet 23

### Plastic Applications

#### Sudaperm™ Violet 2945K

- Blue-Shade Pigment Violet 23
- High Strength
- Very Low Filter Pressure
  - Excellent for fiber and film
- High Heat Stability

#### Sudaperm™ Violet 2946K

- Red-Shade Pigment Violet 23
- High Strength
- Low Filter Pressure
- Excellent Bleed

### Coating Applications

#### Sudaperm™ Violet 2941C

- Blue-Shade Pigment Violet 23
- High Strength
- Good Dispersibility
- Excellent for all coatings

#### Sudaperm™ Violet 2940C

- Red-Shade Pigment Violet 23
- High Strength
- Excellent Fastness
- Excellent for all coatings



The February birthstone is Amethyst, a blend of violet and red. Consider Sudaperm™ Violet 2941C or 2945K (PV23) for your deep violet formulations.



## WE ARE YOUR LEADING WORLD CLASS COLOR SOLUTION PROVIDER

### Voila! It's Violet

- ❖ Violet is not the same thing as purple; it contains more blue undertones.
- ❖ Our Color of the Month captures these blue undertones by using our blue-shade PV23's - Sudaperm™ Violet 2941C (coatings).
- ❖ Combined with our Prestige™ Bright Gold 35382, the *Voila! It's Violet* brings elegance and sophistication.

Color of the Month  
February 2023

**PBk28:**  
Sudatherm™ Black  
6461C – 4%

**PV23:**  
Sudaperm™ Violet  
2941C – 7%

**PV19:**  
Sudaperm™ Red Violet  
2988C – 15%

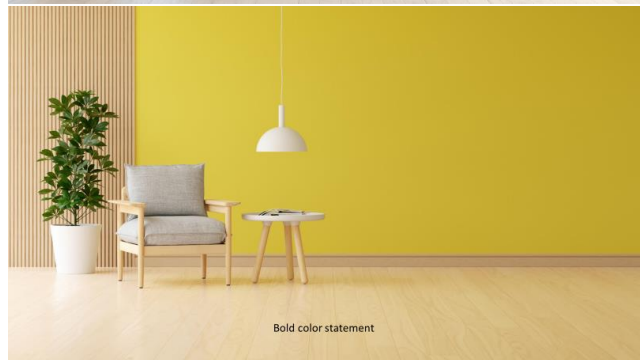
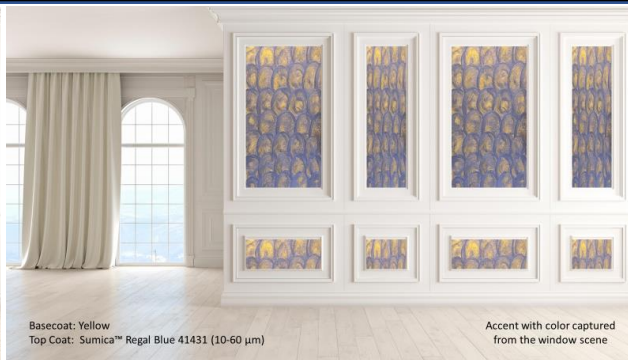
**Mica:**  
Prestige™ Gold Glow  
35382 – 75%

Solvent Base  
Polyurethane  
Base/Clear

PP/B = 25    %PP = 14

voila! It's Violet

## Before and After Home Interior DIY With Sumica™ Mica Effect Pigments



Looking for some smooth luster or bold sparkle for your coating applications? The Sumica™ brand includes a wide variety of particle sizes and colors to meet your color design needs.



**Join Sudarshan for the Pigments 101 webinar series:**  
**Yellow (Organic, Inorganic, Solvent Dyes, Mica Effect Pigments)**  
Join us on Tuesday, February 28<sup>th</sup> at 11:00 am EST

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).