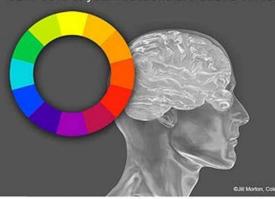
Connecting With Color SUDARSHAN

Volume 24 I June 2022

90% of the information sent to the brain is visual. 62%-90% of your reactions are based on color.



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

> SUDARSHAN'S LATEST **NEWS AND UPDATES**

- 1. **Greetings from Sudarshan** – Color attracts, delivers and enhances.
- Featured Products -2. Sudatherm™ CICPs for Coatings
- Color of the Month -3. **Intense Magenta**

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Greetings from Sudarshan

Welcome to the June 2022 edition of Sudarshan's "Connecting With Color" monthly newsletter. This month Sudarshan is connecting the fact that 90% of the information sent to our brains is visual – color is visual – with the fact that about 75% of our reactions are based on color.

- · Color attracts YOUR consumer.
- Color delivers YOUR message.
- · Color enhances YOUR brand image.

Sudarshan has a variety of pigments to support all your color needs for each application. Organic pigments in the SudapermTM, SudafastTM, SudacolorTM and SudajetTM brands combined with inorganic pigments in the SudathermTM brand and solvent dyes in the SudasolTM brand provide the color palette while the mica effect pigments in the SumicaTM brand provide additional visual effects.

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: June 14th

Sudatherm™

Complex Inorganic colored pigments

Complex Inorganic Colored Pigments (CICP) also known as Mix Metal Oxides are synthetic crystalline metal oxides containing two or more than two different metals.

Technical properties

- Highly durable pigments
- · Excellent heat and chemical fastness
- Excellent light and weather fastness
- Ease of dispersion
- · Better hiding power
- Known as Cool pigments as CICP absorbs UV radiations and reflect near to IR region

Application profile

- · Water base decorative paint Solvent base decorative paint
- Industrial paint
- Powder coating
- Coil coatings
- Heat resistant paint



Yellow 6406C (PY 53)



Sudatherm** Buff Yellow 6431C (PBr 24)



Sudatherm™ Tan 6416C (PY 119)



Sudatherm™ Brown 6411C (PY 164)



Sudatherm™ Copper Black 6461C (PBk 28)





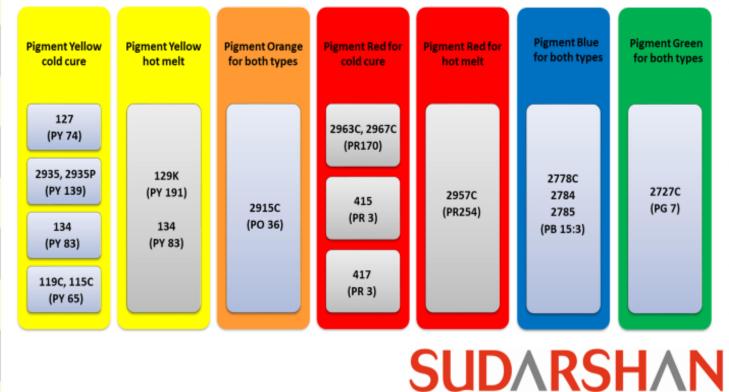






WE ARE YOUR LEADING WORLD CLASS COLOR SOLUTION PROVIDER

Road Marking Pigments



To request samples, receive more information or set up a virtual presentation, please contact your local Sudarshan representative today or email contact@sudarshan.com.