

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



©Jill Morton, Color Matters

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.
2. **Featured Products** - Sudatherm™ CICPs for Coatings
3. **Color of the Month** – **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 Sudaperm™, Sudafast™, Sudacolor™ and Sudajet™ brands combined with inorganic pigments in the Sudatherm™ brand and solvent dyes in the Sudasol™ brand provide the color palette while the mica effect pigments in the Sumica™ 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



Sudatherm™
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)





Did You Know....
June 2022

- ✓ Magenta is the color of kindness?
- ✓ Magenta is warm and welcoming?
- ✓ Magenta is a harmonic blend of red and violet?
- ✓ Magenta can both symbolize change AND harmony?

Magenta



Pigment Red 122

Intense Magenta Color of the Month
June 2022



20% Sudaperm™ Pink 2991
Pigment Red 122

+



40% Sumica™ Pink 4196
Mica 10-60 μm

+



40% Sumicas™ Violet 35384
Mica 10-90 μm

2% Total Pigment LDPE 2RM

WE ARE YOUR LEADING WORLD CLASS COLOR SOLUTION PROVIDER

Road Marking Pigments

Pigment Yellow cold cure	Pigment Yellow hot melt	Pigment Orange for both types	Pigment Red for cold cure	Pigment Red for hot melt	Pigment Blue for both types	Pigment Green for both types
127 (PY 74)			2963C, 2967C (PR170)			
2935, 2935P (PY 139)	129K (PY 191)		415 (PR 3)	2957C (PR254)	2778C 2784 2785 (PB 15:3)	2727C (PG 7)
134 (PY 83)	134 (PY 83)	2915C (PO 36)	417 (PR 3)			
119C, 115C (PY 65)						

SUDARSHAN

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