



306-36581 Vinyl-Jet Red 254

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DISPERSION: PRODUCT 306-36581 IS A SOLVENT-BORNE PIGMENT DISPERSION DESIGNED FOR USE IN VINYL INKJET INKS. ITS BALANCED COMPOSITION IS PROCESSED USING ADVANCED MANUFACTURING TECHNIQUES TO YIELD EXCEPTIONAL FINENESS OF GRIND AND MAXIMAL COLOR DEVELOPMENT.

PIGMENT: THIS PIGMENT IS THE SMALL-CRYSTAL, TRANSPARENT FORM OF DIKETO-PYRROLO-PYRROLE RED (PIGMENT RED 254). A BRILLIANT YELLOWISH-RED PIGMENT HAVING VERY HIGH CHROMA AND TRANSPARENCY THIS COLORANT PERFORMS BEAUTIFULLY AS BOTH A SPOT COLOR AND AS A BLENDING PIGMENT FOR USE THROUGHOUT THE PROCESS MAGENTA RANGE. DURABILITY IS VERY GOOD.

POLYMER: THIS PRODUCT IS BASED ON VINYL COPOLYMER RESINS SELECTED FOR THEIR FLEXIBILITY, TOUGHNESS, AND ADHESION AS WELL AS BROAD SOLUBILITY.

SOLVENT: EB ACETATE IS THE SOLE SOLVENT MAKING THIS PRODUCT SUITABLE FOR MANY ALREADY ESTABLISHED FORMULAS.

INK MAKING: MULTIPLE BENEFITS ACCRUE TO THE INKMAKER ARISING FROM BOTH THE ORIGINAL COMPOSITION AND FROM THE PARTICULARLY REFINED METHODS EMPLOYED IN THE MANUFACTURE OF THIS DISPERSION. INKMAKERS CAN EXPECT RAPID BLENDING, VERY GOOD SOLVENT TOLERANCE, UNSURPASSED EASE OF FILTRATION, AND IMPRESSIVE FINISHED INK STABILITY.

**PRODUCT
CONSTANTS:**

SPECIFIC GRAVITY	1.05
VOLATILE CONTENT	67.8%
VEHICLE SOLIDS	16.2%
PIGMENT RED 254	16.0%
FLASH POINT	71°C

DATE: 18 JANUARY 2010
SUPERSEDES: --