



414-37150 QUINACRIDONE MAGENTA

PRODUCT 414-37150 IS A CONCENTRATED DISPERSION OF A QUINACRIDONE MAGENTA PIGMENT IN A BROADLY COMPATIBLE RESIN SOLUTION IN N-BUTYL ACETATE. THESE LACQUERPACK DISPERSIONS HAVE BEEN DESIGNED SPECIFICALLY FOR USE IN THE FULL PIGMENTATION OF THESE PRODUCTS:

VINYL LACQUERS
ACRYLIC LACQUERS
NITROCELLULOSE LACQUERS

AEROSOL COATINGS
SCREEN INKS
UV INKS

UNLIKE "UNIVERSAL" DISPERSIONS WHICH SHOULD BE USED ONLY FOR TINTING PURPOSES, THESE LACQUERPACK DISPERSIONS CAN BE USED AT UP TO 25% OF THE FORMULA WITHOUT COMPROMISE OF FINAL COATING PROPERTIES. COATINGS SO CONSTRUCTED CAN BE TINTED THEREAFTER WITH THE FULL RANGE OF 955 UNIVERSAL DISPERSIONS TO TAKE ADVANTAGE OF THE UNSURPASSED COLORANT DIVERSITY OF THE 955 LINE.

THIS PIGMENT IS THE SMALL-CRYSTAL TRANSPARENT FORM OF PIGMENT RED 202. ITS EXCELLENT TRANSPARENCY AND DURABILITY RECOMMEND IT FOR A WIDE RANGE OF AUTOMOTIVE AND GENERAL INDUSTRIAL APPLICATIONS. ITS HIGH TINT STRENGTH PROVES USEFUL IN BLENDS WITH OPAQUE ORANGE PIGMENTS TO PRODUCE A RANGE OF BRIGHT RED SHADES. IN METALLICS, IT PRODUCES BRILLIANT SPECULAR COLORS WITH ATTRACTIVE DEEP FLOP VIEWS.

IN ADDITION TO THE USUAL PRODUCT CONSTANTS AND PERFORMANCE DATA LISTED BELOW THE VERY FAVORABLE MIR (MAXIMUM INCREMENTAL REACTIVITY) VALUE FOR THIS DISPERSION IS POSTED TO ENABLE THE FORMULATOR TO CALCULATE HIS FINAL MIR IN A STRAIGHTFORWARD MANNER.

LIGHT RESISTANCE:

FULL SHADE VERY GOOD
TINT VG- EXCELLENT

SOLVENT RESISTANCE:

MINERAL SPIRITS EXCELLENT
TOLUENE EXCELLENT
LACQUER EXCELLENT

PRODUCT CONSTANTS:

WEIGHT/GALLON 8.8 LBS
PERCENT NVM 48.1%
PIGMENT RED 202 22.0%
V.O.C./GALLON 4.5 LBS
MIR 0.462g O₃/g

CHEMICAL RESISTANCE:

ACID EXCELLENT
ALKALI EXCELLENT

HEAT RESISTANCE: 390°F.

DATE: 12 MAY 03