



955-37500 QUINACRIDONE MAGENTA

PRODUCT 955-37500 IS A CONCENTRATED DISPERSION OF A QUINACRIDONE MAGENTA PIGMENT IN A UNIVERSAL RESIN SOLUTION IN PM ACETATE. THIS HIGHLY COMPATIBLE PRODUCT IS SUITABLE FOR USE IN THESE VEHICLES:

MEDIUM OIL ALKYDS
SHORT OIL ALKYDS
COPOLYMER ALKYDS

POLYESTERS
URETHANES
EPOXIES

VINYLS
ACRYLICS
NITROCELLULOSE

THIS PIGMENT IS THE SMALL CRYSTAL, TRANSPARENT FORM OF PIGMENT RED 122. THIS DIMETHYL QUINACRIDONE COMBINES POLYCYCLIC DURABILITY WITH OUTSTANDING TINT STRENGTH, MAKING FOR EXCEPTIONAL COLOR VALUE WHEREVER ITS CLEAN, BRIGHT SHADE IS REQUIRED. BOTH METALLIC AND STRAIGHT-SHADE FORMULATIONS ARE ENHANCED BY THIS DISPERSION.

EACH DISPERSION IN GIBRALTAR'S 955 SERIES IS CONTROLLED TO YIELD LOW VISCOSITY AND EASE OF INCORPORATION RESULTING IN A "MATCHED SET" OF SHADER-FRIENDLY TINTERS AFFORDING IMPRESSIVE VERSATILITY. THE EXCEPTIONAL COMPATIBILITY AND FILM INTEGRITY EXHIBITED BY THIS SERIES OF DISPERSIONS PERMITS MORE LIBERAL DOSAGE LEVELS THAN IS ADVISABLE WITH COMPETITIVE PRODUCTS. THIS ENABLES THE FORMULATOR TO ACHIEVE DEEPER TONES WITHOUT COMPROMISE IN FINAL COATING PROPERTIES.

PRODUCT CONSTANTS:

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| WEIGHT/GALLON | 8.9 LBS |
| PERCENT NVM | 53.2% |
| PIGMENT RED 122 | 20.0% |
| V.O.C. | 4.2 LBS |

DATE: 11 SEPTEMBER 2000
SUPERSEDES: NEW