In-plant Colorants

Color Solutions

Colortrend® 878

Colortrend 878 in-plant colorants for latex, emulsion and water-based paints produce thousands of colors using only 12 colorants. In addition, the ethylene glycol-free system is based on the same pigments as those used in Colortrend universal machine dispensable colorants. The use of the same pigments eliminate metamerism, allowing for good matches between in-plant and store tinted paints. Colortrend 878 in-plant colorants are the perfect solution for producing colors from the Colortrend systems in the factory (Colortrend Ambiance, Ambiance Plus, Folio, and Proffessional Contractor).

General Information

Other Applications

Colortrend 878 in-plant colorants can be used in many types of emulsion products requiring coloring. For example:

- Aqueous graining inks
- Wax emulsions for lumber marking
- Leather and floor polish
- Latex adhesives
- Coated papers
- Christmas tree coloring
- Grass paints
- Emulsion fabric coatings
- Leather coatings
- Rubber latex compounds
- Aqueous plastic and foams
- Artist paints

Compatibility

Colortrend 878 in-plant colorants are compatible with all types of water-borne systems such as:

- Aqueous graining inks
- Wax emulsions for lumber marking
- Leather and floor polish
- Latex adhesives

Permanence & High Solar Exposure

When formulating with Colortrend 878 dispersions, consideration must be given to special circumstances of use and their effect on colorant durability. Examples of such conditions are tropical or subtropical climates, deserts and ocean-fronting locations. In each of these instances the solar radiation received is significantly greater than most other environments. The use of organic pigments in these situations should be considered only after careful evaluation of the fastness of the colorant/ vehicle combination to ensure it will meet the expected performance. For positive verification of lightfastness and durability, we recommend that the colorants be tested under accelerated or actual weathering conditions in the coating system and on the substrates where they will be employed.

Product Code	Description	Typical Lbs/Gal	Specific Gravity	Composition by Weight			Composition by Volume			VOC	
				Pigment Solids	Vehicle	Volatiles	Pigment Solids	Vehicle	Volatiles	Lbs/Gal	g/L
878-0019	Titanium White	16.8	2.03	67.6	8.8	23.6	35.5	17.7	46.9	2.1	246
878-0423	Magenta	9.1	1.28	18.2	12.1	69.7	13.4	12.9	73.7	3.9	468
878-0837	Organic Red	9.7	2.30	25.6	11.0	63.4	19.4	12.0	68.5	3.5	420
878-1046	Red Oxide	18.0	1.12	62.6	9.4	28.0	25.0	19.0	56.0	2.2	259
878-1573	Brown Oxide	15.6	1.12	59.1	7.8	33.1	24.4	14.4	61.2	2.3	279
878-1812	Yellow Oxide	16.5	1.35	62.7	8.6	28.7	30.1	16.2	53.7	1.8	210
878-2010	Raw Umber	12.7	1.16	46.4	8.3	45.3	21.8	12.2	66.0	2.7	324
878-2041	Medium Yellow	10.0	1.22	41.2	11.5	47.3	32.8	13.3	53.8	3.5	414
878-2552	Organic Yellow	10.3	1.98	45.8	11.1	43.1	37.6	12.9	49.5	1.8	210
878-5512	Phthalo Green	11.0	2.07	25.6	25.2	49.2	13.6	29.4	57.0	2.3	271
878-7215	Phthalo Blue	9.2	1.72	17.9	18.6	63.5	12.1	20.0	67.9	2.2	263
878-8895	Carbazole Violet	9.0	1.70	8.0	32.8	59.2	5.2	33.9	60.9	1.6	189
878-9908	Lamp Black	10.9	1.75	46.0	9.3	44.8	32.4	11.7	55.9	2.3	270