# Universal machine colorants for architectural point-of-sale applications

Color Solutions

## Colortrend® 888

Colortrend 888 is the world's leader in point-of-sale color system colorants

- Specially designed for broad compatibility water-based and solvent-based paints
- Higher strength for less impact on film properties
- Wide selection of pigments and good opacity
- High performance colorants for better fade resistance
- Specially designed to maximize in-canister performance

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# General description

Colortrend 888 colorants are universal colorants designed to have broad compatibility in water-based and solvent-based paints, as well as other products listed below. Colortrend 888 is the world's leader in custom color system colorants. Colortrend 888 universal machine colorants are specifically formulated for use in volumetric color dispensing machines for retail store and in-plant volumetric tinting. Colortrend colorants have been thoroughly tested in a variety of commercial color dispensing machines and dispense with ease and accuracy. They are non-reactive with stainless steel and plastic materials used as component parts of these machines.

Aluminium, aluminium alloy and bimetallic color machines should be avoided since they cause electrolytic corrosion and flocculation of the colorant.

Colortrend 888 colorants are tightly controlled and disperse easily and completely in most paint bases. However, compatibility must be rechecked after any changes in paint base formulation to ensure color fidelity. Our technical service labs are ready to provide the best technical solutions. Also, Colortrend 888 colorants remain in suspension with a minimum of agitation and do not skin.

# Compatibility

Colortrend 888 colorants are compatible with latex paints based on:

- PVA emulsions
- Acrylic emulsions
- Styrene-butadiene emulsions
- Alkyd modified emulsions
- Other water-based systems

And conventional solvent-type formulations of:

- Flat, semi-gloss and gloss alkyd enamels
- Oil-type house paints
- Wood stains
- Sash and trim paints

## Color systems

Colortrend colorants are the basic colorants used for Colortrend Ambiance Plus, Colortrend Boutique, Colortrend Internationale and the Professional Contractor color system, in addition to many custom-designed color systems.

Starting point formulations for various types of water and solvent-based paints for these systems are available on request.

## Other uses

Colortrend colorants can be used in many types of emulsion products requiring coloring. For example: coated papers, grass paints, emulsion fabric coatings, rubber latex compounds and artists' paints.

## Compatibility

The pigments used in Colortrend colorants were selected to provide a wide range of hues, good durability, lightfastness, and alkali resistance. However, the lightfastness, alkali resistance and weathering properties of pigments (particularly organic reds and yellows) depend a great deal on the coatings, substrate and application conditions. The choice of Colorants used in the formulation of the final color can impact lightfastness and durability. For positive verification of lightfastness and durability, we recommend that the colorants and final color be tested under accelerated or actual weathering conditions in the coating system and on the substrates where they will be employed.

## Special consideration

### High solar exposure

When formulating with Colortrend colorants, consideration must be given to special circumstances of use and their affect 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. The most reliable method of testing is to expose the coating under the expected conditions of use.

### Masonry/cement coatings

Organic pigments have been successfully used in coatings applied over masonry or cementitious surfaces. However, it is important that surfaces be fully cured (30 days) and adequately primed before application of a coating tinted with organic pigments. Any coating that contains cement either unpainted or uncured is a potential problem for fading of organic pigments. In no instance should organic pigments be mixed with cement and mortar without extensive prior evaluation.

### Colorant selection in custom matching

In selecting a colorant combination for custom color matching, care should be taken to select those pigments that match the performance requirements for the application. For example, when lightfastness is a concern, inorganic pigment combinations should be selected over organic pigments.

## Dispensing machine selection

Colortrend 888 colorants have been thoroughly tested in a variety of commercial colorant dispensing machines and were found to dispense with ease and accuracy. They are nonreactive with stainless steel and plastic materials used as component parts of these machines. Aluminum, aluminium alloy and bimetallic color machines should be avoided since they cause electrolytic corrosion and flocculation of the colorant.

## Aging stability

Colortrend colorants remain in suspension with a minimum of agitation and do not skin. However, it is recommended that the colorants in colorant dispensing machines be stirred daily for a five-minute period to ensure reliable uniformity.

## Composition of the liquid phase

Colortrend colorants contain no binder. They contain predominantly nonionic and anionic dispersing agents in the lowest possible concentration so as not to affect the performance characteristics of coatings, such as film hardness, scrubability and weathering.

## Health and safety

Colortrend colorants present minimal health and safety concerns when used with appropriate care. Each individual product in the line has been examined by our staff health and safety specialists, and their findings and recommendations are presented in a material safety data sheet (MSDS) for the individual product. These MSDS sheets are available from your local sales office.

| Masstone | Tint | Product code | Colorant description | CI pigment | Specific gravity | % Composition by weight | | | Light fastness | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Prime pigment solids | Vehicle solids | Volatiles | Mass | Tint |
| | | 8880018 | Titanium white | PW 6 | 2.03 | 53.5 | 8.9 | 25.0 | 8 | 8 |
| | | 8880422 | Magenta | PR 122 | 1.30 | 8.9 | 10.1 | 53.9 | 7d | 8 |
| | | 8880825 | High performance red | PR 255/V19 | 1.37 | 11.2 | 9.3 | 48.2 | 8 | 8 |
| | | 8880836 | Organic red | PR 188/V19 | 1.38 | 10.1 | 8.6 | 48.5 | 8 | 8 |
| | | 8881045 | Red oxide | PR 101 | 2.07 | 58.5 | 8.3 | 28.7 | 8 | 8 |
| | | 8881572 | Brown oxide | PY 42 / PR 101 / PBk 7 | 1.71 | 40.4 | 10.3 | 37.8 | 8 | 8 |
| | | 8881810 | Yellow oxide | PY 42 | 1.81 | 54.3 | 6.3 | 36.7 | 8 | 8 |
| | | 8882009 | Raw umber | PBr 7 | 1.53 | 21.1 | 6.4 | 47.0 | 8 | 8 |
| | | 8882040 | Medium yellow | PY 65 / PY 74 | 1.26 | 33.2 | 11.3 | 42.9 | 7 | 6 |
| | | 8882501 | High performance yellow | PY 74 / PY 184 | 1.66 | 25.8 | 5.0 | 40.1 | 8 | 8 |
| | | 8882551 | Organic yellow | PY 74 / PY 3 | 1.38 | 14.1 | 10.0 | 45.5 | 7 | 6 |
| | | 8885511 | Phthalo green | PG 7 | 1.45 | 10.8 | 11.2 | 44.1 | 8 | 8 |
| | | 8887214 | Phthalo blue | PB 15:2 | 1.39 | 5.0 | 10.6 | 48.8 | 8 | 8 |
| | | 8889907 | BLACK | PBk 7 | 1.32 | 7.4 | 17.0 | 48.4 | 8 | 8 |

All data obtained directly from pigment suppliers, individual testing is recommended. Lightfastness is measured against the blue wool standard on a scale of 1 to 8 where 1 = severe change and 8 = no change.

"d" = color darkens.

Certified System
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ISO 9001
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