

# COATINGS



Organic Pigments & Liquid  
Colorants for Coatings








**vivify**







COLOR  
INGREDIENTS  
INNOVATION

# PIGMENTS

Pigments for solvent-based, energy-curable  
and aqueous Coatings.

Visit our website for more Product Information and TDS's.  
www.vivifycompany.com

color index	product trade name	pigment profile
Pigment Violet 23	Akafast Violet RLI(non-USA)	Red shade violet, high tint strength, excellent overall fastness and flow
Pigment Violet 23	Akafast Violet BLNC(non-USA)	Blue shade violet, high tint strength, excellent overall fastness and flow. Designed for solvent systems
 Pigment Blue 15:0	Akahue Blue B	Red shade Cu-Phthalo blue with excellent light and weather fastness
 Pigment Blue 15:1	Akahue Blue BAK	α-modification Cu-Phthalo blue with excellent fastness properties
Pigment Blue 15:2	Akahue Blue BB	α-modification Cu-Phthalo blue stabilized against flocculation
 Pigment Blue 15:3	Akahue Phthalo Blue	Clean green shade β-modification Cu-Phthalo blue with excellent light and weather fastness
 Pigment Blue 15:4	Akahue Blue BD	β-modification Cu-Phthalo blue, clean green shade & good flow properties
Pigment Red 3	Akahue Red B	Blue shade red with excellent opacity and masstone lightfastness
Pigment Red 101	Akafe Red 130	An inorganic iron oxide red with excellent opacity and overall fastness
Pigment Red 112	Akahue Red FGR	Bright medium shade red with high tint strength and good lightfastness
 Pigment Red 122	Akafast Pink E	Very clean yellow shade red, high color strength, excellent overall fastness
Pigment Red 123	Akafast Perylene Red A	Medium shade, transparent red with very good lightfastness
Pigment Red 146	Akafast Carmine FBB L	Blue shade red with good tint strength and very good solvent resistance
Pigment Red 149	Akafast Perylene Red B	Yellow shade perylene red with excellent light stability
Pigment Red 170	Akahue Red F3RK	Yellow shade Napthol AS, semi-opaque red with good overall fastness properties
Pigment Red 170	Akahue Red F5RK	Bluer shade Napthol AS, semi-opaque red with good overall fastness properties
Pigment Red 176	Akafast Carmine HF3C	Blue shade red with good lightfastness and tint strength
Pigment Red 177	Akafast Red A3B	Bright, clean, yellow semi-opaque red with good lightfastness in full shades
Pigment Red 185	Akafast Red HF4C	Very clean blue shade red with high color strength and good lightfastness
Pigment Red 188	Akafast Red HF3S	Intense yellowish red with very good fastness properties
 Pigment Red 254	Akafast Red DPP 2030	Medium red in full shades with good hiding power, excellent overall fastness

color index	application profile					physical properties			fastness properties					
	automotive	architectural	industrial	coil	powder	density g/cm³	pH	oil absorption	Heat Stability Mass °C	Light Stability Mass	acid	alkali	MEK	xylene
Pigment Violet 23	X	X	X	X	X	1.49	6 - 8	50-60	200	7 - 8	5	5	4	4
Pigment Violet 23	X	X	X	X	X	1.49	6 - 8	50-60	200	7 - 8	5	5	4	4
 Pigment Blue 15:0	X	X	X	X	X	1.60	6 - 8	35-45	200	8	5	5	5	4
 Pigment Blue 15:1	X	X	X	X	X	1.60	6 - 8	35-45	200	8	5	5	5	5
Pigment Blue 15:2		X	X	X	X	1.60	6 - 8	35-45	180	7	5	5	5	5
 Pigment Blue 15:3	O	X	X	X	O	1.60	6 - 8	35-45	200	7	5	5	5	5
 Pigment Blue 15:4	X	X	X	O	X	1.60	5 - 7	35-45	200	7	5	5	5	5
Pigment Red 3		X	X	O		1.50	7 - 8	40-50	150	7	3	3	2 - 3	3
Pigment Red 101	X		X	X	X	4.90	6 - 8	15-35	300	8	5	5	5	5
Pigment Red 112		X	O			1.30	6 - 8	35-45	190	8	5	5	4	2 - 3
 Pigment Red 122	X	X	X	X	X	1.45	6 - 8	35-45	250	8	5	5	5	4
Pigment Red 123		X	O	O		1.48	5 - 7	50	160	7	5	5	4	4
Pigment Red 146		X	X			1.41	6 - 8	40-55	160	6	5	5	3 - 4	3
Pigment Red 149			X	X	X	1.43	6 - 8	50-60	220	6 - 7	5	5	5	5
Pigment Red 170			X	X	X	1.50	6 - 8	35-45	160	8	5	5	4	5
Pigment Red 170			X	X	X	1.50	6 - 8	35-45	180	7	5	5	4	5
Pigment Red 176			X	X		1.50	5 - 7	40-50	260	7	5	5	3 - 4	5
Pigment Red 177	X		X	X		1.45	6 - 8	50-65	200	7 - 8	5	5	4 - 5	4 - 5
Pigment Red 185			X	X		1.55	6 - 8	40-50	260	7 - 8	5	5	4	4
Pigment Red 188	X	X	X	X	O	1.47	5 - 7	70-80	200	7	5	5	4	4 - 5
 Pigment Red 254	X	X	X	X	X	1.62	5 - 7	45-55	300	8	5	5	5	5

 REACH registered products

O - Partially Recommended  
X - Recommended













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color index	product trade name	pigment profile
 Pigment Green 7	Akahue Phthalo Green	Clean yellow shade Cu-Phthalo green with excellent overall properties
 Pigment Green 7	Akahue Phthalo Green AC	Clean yellow shade Cu-Phthalo green with excellent overall properties
Pigment Orange 5	Akahue Orange GGI	Semi-opaque orange, clean yellow shade, good flow properties
Pigment Orange 34	Akahue Orange RL	Opaque, yellow shade orange, good tinctorial strength & overall fastness properties
Pigment Orange 36	Akafast Orange HL	Red shade orange with good hiding power and excellent overall fastness
Pigment Orange 43	Akafast Orange GR	Red shade orange with good tinctorial strength.
Pigment Orange 64	Akafast Orange GPN	Red shade orange with excellent heat stability and light/weather fastness
 Pigment Orange 73	Akafast Orange HP	Semi-opaque, clean medium orange shade with excellent lightfastness
Pigment Yellow 1	Akahue Yellow G	Green shade yellow with good hiding power, color strength and flow properties
Pigment Yellow 3	Akafast Yellow 10G	A very green shade yellow with good lightfastness and flow properties
Pigment Yellow 65	Akahue Yellow YH	A reddish shade yellow with excellent hiding power and good overall fastness
 Pigment Yellow 74	Akahue Yellow 2GT	Transparent, green shade Hansa yellow, good strength & overall fastness
Pigment Yellow 74	Akahue Yellow 2GXI	Green shade, semi-opaque yellow with good overall fastness & flow properties
Pigment Yellow 83	Akafast Yellow HR	Red shade semi-opaque yellow, high tint strength and good overall fastness
 Pigment Yellow 83	Akafast Yellow HROP	Opaque red shade yellow, excellent flow & good overall fastness properties
Pigment Yellow 97	Akafast Yellow FGL	Green shade opaque yellow with excellent flow and lightfastness
Pigment Yellow 138	Akafast Yellow 2RLIX	Green shade yellow with excellent lightfastness and weatherfastness
Pigment Yellow 139	Akafast Yellow MR	Reddish, semi-opaque yellow with excellent lightfastness and weatherfastness
Pigment Yellow 151	Akafast Yellow H4G	Clean, green shade yellow with good hiding power and flow properties
Pigment Yellow 155	Akafast Yellow 3GP	Clean green shade Yellow with high tint strength and good solvent resistance
Pigment Yellow 194	Akafast Yellow F2G	Medium yellow with good solvent fastness and lightfastness

color index	application profile					physical properties			fastness properties					
	automotive	architectural	industrial	coil	powder	density g/cm³	pH	oil absorption	Heat Stability Mass °C	Light Stability Mass	acid	alkali	MEK	xylene
 Pigment Green 7	X	X	X	X	X	1.66	6 - 8	35-45	200	8	5	5	5	5
 Pigment Green 7	X	X	X	X	X	1.66	6 - 8	35-45	200	8	5	5	5	5
Pigment Orange 5		X	X	O		1.52	6 - 8	35-50	280	7	4	4	3	3
Pigment Orange 34		O	X	X	X	1.39	6 - 7	40-50	180	6 - 7	4	5	3	5
Pigment Orange 36	X	X	X	X	X	1.40	6 - 7	40-50	230	8	5	5	5	5
Pigment Orange 43	X	X	X	X	X	1.66	6 - 8	40-50	190	5 - 6	5	5	3	4 - 5
Pigment Orange 64		O	X	X	X	1.60	5.5-7.5	45-65	200	7	5	5	5	5
 Pigment Orange 73	X	X	X	X	X	1.20	5 - 8	45-55	200	8	5	5	2 - 3	3
Pigment Yellow 1		X	X	X		1.80	7 - 8	45-55	200	7	5	5	3	2 - 3
Pigment Yellow 3		X	O			1.40	6 - 8	25-45	138	6 - 7	5	4	3	2
Pigment Yellow 65		X	X			1.40	6 - 8	40-50	138	7 - 8	5	5	3	2
 Pigment Yellow 74		X	X			1.40	6 - 8	35-45	120	7 - 8	5	5	2	2
Pigment Yellow 74		X	X			1.30	6 - 8	35-65	150	7	4-5	4-5	4	4
Pigment Yellow 83			X			1.40	6 - 8	35-45	200	7	5	5	3 - 4	4
 Pigment Yellow 83	X	X	X		X	1.40	5 - 9	60-70	200	7	5	5	3	4
Pigment Yellow 97		X	X	X	X	1.40	6.5 - 8.5	40-50	200	7	5	5	4	4
Pigment Yellow 138			O	X	X	2.00	5.5 - 7.5	30-45	200	7-8	5	5	5	5
Pigment Yellow 139	X		X	X	X	1.80	7 - 8	35-45	240	7	5	5	5	5
Pigment Yellow 151	X	X	X	X	X	1.50	5 - 7	45-55	250	7	4	5	4 - 5	4
Pigment Yellow 155			X			1.60	7 - 8	45-55	200	7	5	5	3	3
Pigment Yellow 194			X		X	1.46	5 - 7	90-100	200	7	5	5	4	3

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# KETONIC AND PVB RESINS

Visit our website for more Product Information and TDS's.  
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The Ketonic Resin product range enhances drying properties, hardness, gloss & adhesion as well as helps increase solid content. Our Resins are used in clear and pigmented wood lacquers, paper coatings, flexo/ gravure inks, and paints and others.

Product Range	
Ketonic Resin HK 100	Ketonic Resin HK 300
Ketonic Resin HK 1000	Ketonic Resin HK 500
Ketonic Resin HK 1000 Lumps	Ketonic Resin KL 2
PVB Resin Tripol B40	

Recommended End Applications:
Protective Coatings
Aerosol Paint
Wood Coatings
Drum Liner Coatings
Nail Lacquers
Can Coatings



- + Great weathering resistance
- + Higher pigment loading
- + Acid and alkali resistant
- + Excellent rheological properties
- + Help improve gloss and transparency



## HK-100 | Ketonic Resin

Description of Property	Unit	HK-100
Color (Gardner Scale)	--	1 - 2
Appearance	--	Star Bright Granule
Viscosity (50% in Ethanol)	Ford Cup B4	21 +/-1 Sec/30 °C
Softening Range	Capillary Method	92-102 °C
Hydroxyl Value	--	220-230
Acid Value	MG/KOH/Gms	Max 1

## HK-300 | Ketonic Resin

Description of Property	Unit	HK-300
Color (Gardner Scale)	--	1 - 2
Appearance	--	Pale Yellow Lumps
Viscosity (50% in Ethanol)	Ford Cup B4	18 +/-1 Sec/30 °C
Softening Range	Capillary Method	75-85 °C
Hydroxyl Value	--	280-290
Acid Value	MG/KOH/Gms	Max 1

## HK-500 | Ketonic Resin

Description of Property	Unit	HK-500
Color (Gardner Scale)	--	1 - 2
Appearance	--	Pale Yellow Lumps
Viscosity (50% in Ethanol)	Ford Cup B4	19 +/-1 Sec/30 °C
Softening Range	Capillary Method	85-95 °C
Hydroxyl Value	--	280-290
Acid Value	MG/KOH/Gms	Max 1

## KL 2 | Ketonic Resin

Description of Property	KL 2
Appearance	Star Bright Granules
Viscosity (50% in butyl acetate)	90-120 cps
Melting Range	110-112 °C
Hydroxyl Value	200-230

## HK-1000 | Ketonic Resin

Description of Property	Unit	HK-1000
Color (Gardner Scale)	--	1 - 2
Appearance	--	Pearl Shaped Granular
Viscosity (50% in Ethanol)	Ford Cup B4	25 +/-1 Sec/30 °C
Softening Range	Capillary Method	102 – 114 °C
Hydroxyl Value	--	220-240
Acid Value	MG/KOH/Gms	Max 1

## HK-1000 Lumps | Ketonic Resin

Description of Property	Unit	HK-1000 Lumps
Color (Gardner Scale)	--	1 - 2
Appearance	--	Star Bright Lumps
Viscosity (50% in Ethanol)	Ford Cup B4	21 +/-1 Sec/30 °C
Softening Range	Capillary Method	102-114 °C
Hydroxyl Value	--	220-230
Acid Value	MG/KOH/Gms	Max 1

## Tripol B40 | Polyvinyl Butyral Resin

Description of Property	PVB 40
Appearance	White Fluffy Powder
Polyvinyl Butyral	75-80%
Polyvinyl Acetate	2-3%
Polyvinyl Alcohol	18-21%
Viscosity (15% in n-propanol)	1300-1800 cps
Acid Value (mg/KOH/gm)	1.0 Max

REACH registered products



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# PIGMENT DISPERSIONS

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**Vivify's** aqueous, binder free dispersions are specifically developed for maximum compatibility in various water-based coating systems, including architectural, wood, industrial and leather.

Only high quality pigments are used to ensure optimal chroma, strength and performance attributes. Akatint dispersions are built on an advanced, proprietary blend of surfactants and additives that provide the widest compatibility across various coating applications without negatively influencing the finished product.

The Akatint product line of dispersions are low VOC (<25g/l), and formaldehyde and APE-free.

All Akatint dispersions are manufactured at our Savannah, Georgia facility. Each one is manufactured with the most innovative milling equipment available today and subjected to the most stringent quality control procedures. The result is a more uniform particle size distribution leading to increased chroma value and long term stability properties.

- ▶ Ease of use in formulating aqueous based emulsions, latex, caulks, wood stains, leather and more
- ▶ Excellent long term stability
- ▶ Suitable for manual and automatic dispensing equipment
- ▶ Specialty colorant development for your specific requirements available through our R&D labs in Chicago
- ▶ Packaged to fit your manufacturing requirements

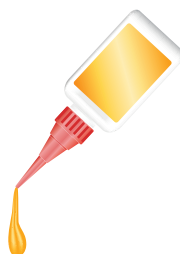


# AAKASH PE WAX TW

## POLYETHYLENE WAX

### COMMONLY USED IN THERMOPLASTIC ROAD MARKING (TRM) AND ADHESIVES

- ▶ HEAT RESISTANCE
- ▶ CHEMICAL RESISTANCE
- ▶ LOW VISCOSITY
- ▶ REDUCES SETTLING OF GLASS BEADS SUSPENDED IN FORMULATION
- ▶ INCREASES CURABILITY OF TRM
- ▶ IMPROVEMENT OF SURFACE HARDNESS
- ▶ INCREASES FORMULATION SOFTENING POINT



### MULTIPLE GRADES OF AAKASH PE WAX ARE AVAILABLE FOR COATINGS, INKS & PLASTICS APPLICATIONS

Aakash PE Wax M • Aakash PE Wax T • Aakash PE Wax F • Aakash PE Wax TW

#### Provides many technical benefits:

Abrasion resistance, Lubrication, Rheology modification and aids in Processing.

Compatible in Water, Solvent & Oil for Coatings and Ink applications, as well as a variety of Plastic Resin Systems.

#### FDA and Kosher Certified Grades



For Sample requests, please contact your Vivify representative or send an email to [samples@vivifycompany.com](mailto:samples@vivifycompany.com)

05.2021

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