

COATINGS

Pigments & Additives



vivify

COLOR
INGREDIENTS
INNOVATION

COLORING TOMORROW

ABOUT VIVIFY

Vivify is at the forefront of color solutions in today's ever changing industry. Vivify has more than 40 years of expertise in pigments and dyes and is diversified into 6 specific product lines. We export to more than 50 countries globally. With products manufactured in the US, India and China, along with integrated coatings, plastic, inks, agriculture and textile laboratories, Vivify is a vertically integrated manufacturer of specialty chemicals for colorant applications. We specialize in organic pigments, dyes, liquid colorants, slip additives, and specialty resins.

Vivify's vertical integration, product specificity and in-depth knowledge of the industries we serve, allow us to be one of the most innovative and forward-looking companies around. We are constantly challenging ourselves to think "outside the box" in order to develop and provide our products in new, more efficient and environmentally friendly ways that benefit our customers. That's the Vivify advantage.

OUR MISSION

We believe in social responsibility, innovation, transparency, attentiveness, reliability and partnerships. With our reputation for excellence in these beliefs, we will inspire you to challenge what you should expect from a supplier.

QUALITY POLICY

Our US laboratories evaluate each batch with standardized test methods that follow customer specific applications to ensure consistency that meets your quality, safety and environmental requirements.



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/cm ³	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

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 2GX	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 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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EFFECT PIGMENTS

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Silver White Pearls

Product	Color	INCI	Particle Size (µm)
Mica Based 81** Series	White	Mica, TiO ₂ , SnO ₂	Full range
Glass Based Lumino White Series	White	Al. Ca. Na. Silicate, TiO ₂ , SnO ₂	Full range
Synthetic Fluorphlogopite Based Lurid White Series	White	Syn. Fluorphlogopite, TiO ₂ , SnO ₂	Full range

Interference Pearls

Product	Color	INCI	Particle Size (µm)
Mica Based 82** Series	Full Colors	Mica, TiO ₂ , SnO ₂	Full range
Glass Based Lumino Interference Series	Full Colors	Al. Ca. Na. Silicate, TiO ₂ , SnO ₂	D90, 150, 200, 350
Synthetic Fluorphlogopite Based Lurid Interf. Series	Full Colors	Syn. Fluorphlogopite, TiO ₂ , SnO ₂	D90, 60, 150, 250, 350

Golden and Metallic Pearls

Product	Color	INCI	Particle Size (µm)
Mica Based 83** Series	Golden, Various	Mica, TiO ₂ , Iron Oxides, SnO ₂	Full range
Mica Based 85** Series	Metallic, Various	Mica, Iron Oxides	Full range
Mica Based Vibrant Color Series	Full Colors	Mica, Fe ₂ O ₃ , SiO ₂ , TiO ₂ , SnO ₂ , etc.	10-60, 18-78
Glass Based Lumino Interference Series	Full Colors	Mica, Fe ₂ O ₃ , SiO ₂ , TiO ₂ , SnO ₂ , etc.	D90, 150, 200, 500
Synthetic Fluorphlogopite Based Lurid Color Series	Full Colors	Syn. Fluorphlogopite, TiO ₂ , Fe ₂ O ₃ , SnO ₂ , etc.	D90, 15, 60, 200, 700

Color Variable CVP Pearls

Product	Color	INCI	Particle Size (µm)
Mica Based CVP 2208 Series	6 Traveling Colors	Mica, Fe ₂ O ₃ , SiO ₂	5 - 25
Mica Based CVP 2206 Series	5 Traveling Colors	Mica, Fe ₂ O ₃ , SiO ₂	10 - 40
Mica Based CVP 2204 Series	5 Traveling Colors	Mica, Fe ₂ O ₃ , SiO ₂	10 - 60
Mica Based CVP 2202 Series	5 Traveling Colors	Mica, Fe ₂ O ₃ , SiO ₂	10 - 80
Mica Based CVP 2306 Series	6 Traveling Colors	Mica, TiO ₂ , SiO ₂	10 - 40
MICA BASED CVP 1*** SERIES	Traveling Colors	Mica, Fe ₂ O ₃ , SiO ₂	18 - 78
MICA BASED CVP 3*** SERIES	Traveling Colors	Mica, TiO ₂ , SiO ₂	18 - 78
Glass Based CVP 612**A/B/C Series	13 Traveling Colors	Al. Ca. Na. Silicate, TiO ₂ , SnO ₂	D90, 100, 150, 200
Glass Based CVP 2*** Series	7 Traveling Colors	Al. Ca. Na. Silicate, Fe ₂ O ₃ , SiO ₂	D90, 150, 500
Glass Based CVP 4*** Series	2 Traveling Colors	Al. Ca. Na. Silicate, Iron Oxides, SiO ₂	20-150
Glass Based CVP 6*** Series	7 Traveling Colors	Al. Ca. Na. Silicate, TiO ₂ , SiO ₂	D90, 150, 500

Color Variable CVP Pearls

Product	Color	INCI	Particle Size (µm)
Syn. Fluorphlogopite Based CVP 912** Series	4 Traveling Colors	Syn. Fluorphlogopite, SiO ₂ , TiO ₂ , SnO ₂ , Co ₂ O ₃	15 - 45
Syn. Fluorphlogopite Based CVP 915** Series	3 Traveling Colors	Syn. Fluorphlogopite, TiO ₂ , Fe ₂ O ₃ , SiO ₂	15 - 45
Syn. Fluorphlogopite Based CVP 3292 Series	5 Traveling Colors	Syn. Fluorphlogopite, Fe ₂ O ₃ , SiO ₂	40 - 150
Syn. Fluorphlogopite Based CVP 3384 Series	5 Traveling Colors	Syn. Fluorphlogopite, Fe ₂ O ₃ , SiO ₂	100 - 260
Syn. Fluorphlogopite Based CVP 3398 Series	6 Traveling Colors	Syn. Fluorphlogopite, SiO ₂ , TiO ₂ , SnO ₂	30 - 120
Syn. Fluorphlogopite Based CVP 3392 Series	6 Traveling Colors	Syn. Fluorphlogopite, SiO ₂ , TiO ₂ , SnO ₂	80 - 180
Syn. Fluorphlogopite Based CVP 3384 Series	6 Traveling Colors	Syn. Fluorphlogopite, SiO ₂ , TiO ₂ , SnO ₂	100 - 260

Aluminum Based Vivid Color Pearls

Product	Color	INCI	Particle Size (µm)
A2**** Series	Various	Aluminum. Silica, Fe ₂ O ₃ , etc.	10 - 50
A3**** Series	Various	Aluminum. Silica, Fe ₂ O ₃ , etc.	30 - 60
A6**** Series	Various	Aluminum. Silica, Fe ₂ O ₃ , etc.	50 - 80
A8**** Series	Various	Aluminum. Silica, Fe ₂ O ₃ , etc.	50 - 150

Pigments for industrial applications including automotive, architectural coatings, and plastics.



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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



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03.2022

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COLOR
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