



## TECHNICAL DATA SHEET

# ColourFal Zerø™ 700 Series

## Zero VOC Universal Colourants

### DESCRIPTION

ColourFal Zerø™ universal colourants are zero VOC, alkylphenol ethoxylate (APE) free colourants designed for in-store point-of-sale (POS) volumetric colour dispensing units as well as volumetric in-plant tinting. Along with SmartTint™ technology, ColourFal Zerø™ is the latest innovation in colourant chemistry.

### PRODUCT FEATURES

- Volatile organic compounds (VOC) free and low odour
- Alkylphenol ethoxylate (APE) free
- Formaldehyde and formaldehyde donor free
- SmartTint™ technology that eliminates both blockage and dripping at the dispenser nozzle
- Exceptional rheology and easy incorporation in tint bases
- Excellent compatibility in both water and solvent borne architectural paints
- Ideal for achieving zero VOC and low VOC coatings formulations
- Full colour palette reproduction
- Similar hue, tone and tint strength as the ColourFal™ standard line

### TYPICAL PROPERTIES

Colourant Name	Colour Code	Canister Code	Specific Gravity	% PIGMENT SOLIDS		% TOTAL SOLIDS	
				Wt.	Vol.	Wt.	Vol.
Yellow HS	700 - 010	QS	1.20	31.9	21.7	48.9	38.7
Black	700 - 020	XS	1.35	34.0	18.2	49.4	34.7
Yellow Oxide	700 - 030	TS	1.80	54.0	23.0	65.6	38.4
Green	700 - 040	PS	1.28	30.1	15.1	47.6	33.5
Blue	700 - 050	LS	1.22	26.2	13.1	43.1	30.3
Red Oxide	700 - 060	YS	2.00	58.3	23.8	68.9	40.5
Black HS	700 - 070	JS	1.25	35.0	22.8	52.4	41.1
White	700 - 080	KU	2.10	65.0	34.7	75.4	51.1
Umber	700 - 090	WS	1.65	49.5	23.8	61.6	38.2
Red	700 - 100	NS	1.25	26.7	13.5	44.7	31.8
Orange	700 - 110	US	1.20	30.8	18.4	47.1	34.9
Magenta	700 - 120	BS	1.12	25.5	18.4	32.5	24.8
Yellow	700 - 130	MS	1.55	51.8	29.4	69.4	50.0
Red HS	700 - 140	VS	1.15	33.7	20.7	51.0	38.7
Violet	700 - 150	ZS	1.40	36.5	19.9	51.0	35.6
Blue HS	700 - 160	RS	1.28	44.0	32.7	56.3	45.3

VOC: 0 g/l (US EPA Method 24)

### **SMARTTINT™ TECHNOLOGY**

ColourFal Zero™ is formulated with SmartTint™ Technology. SmartTint™ Technology uses revolutionary patented chemistry to provide exceptional rheology and smooth flow-out of colourants during dispensing without excess drips from the nozzle of the dispensing unit. This ensures accurate colour reproduction every time. In addition, the patented blend of VOC free ingredients eliminates drying out of the colourants at the nozzle, preventing blockage at the tip of the dispensing unit.

### **USAGE GUIDELINES**

Every paint base formula is unique, and should be evaluated with ColourFal Zerø™ universal colourants in each instance. These should be re-checked whenever any adjustments or changes are made to the formulations for these bases.

To maintain consistency in colour and tint strength we recommend that prior to opening each container of colourant it should be agitated on a mechanical shaker for 45 seconds before transferring the full amount of colourant to the machine canister. Thereafter, the colourant in the machine canisters should be gently stirred for five minutes once a day. Excessive and prolonged agitation should be avoided as this can introduce air into the colourant. ColourFal Zerø™ universal colourants have excellent storage stability and suspension properties and therefore require only minimal agitation.

### **PERFORMANCE INFORMATION**

The pigments used in ColourFal Zerø™ universal colourants are premium quality, inorganic and organic pigments that provide durability, lightfastness, alkali resistance and weatherability. However these performance characteristics are greatly dependent on the coating formulation, type of binder, substrate and application conditions. If a particular performance parameter is required, then we recommend testing under those specific conditions. For example, for verification of lightfastness and durability we recommend accelerated testing of the colourants in the actual paint formulation and/or outdoor exposure weathering tests on the specific substrate and under the particular environmental conditions.

### **SPECIAL APPLICATION CONDITIONS**

Consideration must be given when ColourFal Zerø™ universal colourants are used in certain circumstances that can affect colourant performance. Examples are given below:

#### ***Cement/Masonry***

Concrete and masonry substrates must be fully cured for at least 30 days and properly primed before painting with coatings tinted with colourants. The alkali nature of uncured or unprimed cement can potentially result in fading of organic pigments. For this reason, it is not recommended for organic pigments to be mixed with mortar or cement unless extensive testing has been done.

#### ***Intense Sunlight***

In areas where there is extremely high exposure to sunlight and resulting ultra violet radiation such as tropical climates, deserts and locations close to oceans or seas, the lightfastness and durability of especially organic pigments should be evaluated in the actual coating formulations under these conditions. These climates experience significantly greater ultra violet radiation than other environments and careful evaluation and colourant selection is recommended. In general, inorganic pigments have better lightfastness than organic pigments.

#### **DISCLAIMER**

The information given and the recommendations made herein are based on our research and are believed to be accurate but no guarantee of their accuracy is made. In every case, we urge and recommend purchasers, before using any product in full-scale production, to make their own tests to determine to their own satisfaction whether the product is of acceptable quality and is suitable for their particular purposes under their own operating conditions. The products discussed herein are sold without any warranty as to merchantability or fitness for a particular purpose or any other warranty, expressed or implied. No representative of ours has any authority to waive or change the foregoing. Nothing contained herein shall be construed to imply the non-existence of any relevant patents or to constitute a permission, inducement or recommendation to practice any invention covered by any patent, without authority from the owner of the patent.

For further information please contact your Lorama Group International Representative.

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