

NEWS FLASH #1 Autumn colors: Pigment Yellow 110 and Pigment Brown 25

PY 110 belongs to the isoindolinone pigment class. This is a reddish yellow pigment with good fastness properties and it is widely used either in coating or plastic applications.

In the coating industry, it is used because of its high transparency and its light lightfastness. Mainly in industrial paints but also in architectural paints and emulsion paints.

In plastics, the PY 110 is appreciated for its high heat stability and light and weatherfastness properties. In PVC, it can withstand 200°C for 30 minutes and is fast to migration. In HDPE, it demonstrates an excellent heat stability up to 300 °C and lightfastness. Because of its high lightfastness property, PY 110 is well used in polypropylene spin dyeing as well as in polyacrylonitrile spin dyeing.

Besides the standard grade for coating, IQChem has now developed 3 grades for plastics:

Pigment	Color measurement in flexible PVC white reduction 1:10	Countertype
IQC Plast Yellow 110 2RLTS	DE=0.46 , color strength= 99 %	Cromophtal Yellow 2RLTS
IQC Plast Yellow 110 3RLTN	DE= 0.41, color strength= 106%	Irgazin Yellow 3RLTN
IQC Plast Yellow 110 3RLP	DE= 0.54, color strength= 97%	Cromophtal Yellow 3RLP

In PVC applications, PY 110 is often used in combination with Pigment Brown 25 in order to get yellowish brown shades with high lightfastness.

P Br 25 belongs to the benzimidazolone pigment class. This is a reddish shade of brown which is used in paints and plastics. In paints, P Br 25 is appreciated for its transparency, like for paints with metallic effects, and its excellent lightfastness and weatherfastness.

In PVC, it is heat stable up to 200°C and shows good migration fastness. Particularly interesting is its excellent weather fastness in rigid PVC. This is why it is used in colored PVC window profiles. P Br 25 can be used also in PVC films for coil coating applications. P Br 25 is also used in polyacrylonitrile spin dyeing, due to its high lightfastness.

IQChem offers this pigment as **IQC Plast Brown 25** as an alternative to PV Fast Brown HFR.

Pigment	Color measurement in flexible PVC white reduction 1:10	Countertype
IQC Plast Brown 25	DE=0.57 , color strength= 99 %	PV Fast Brown HFR

Don't hesitate to contact us for further information.