

# IQC COAT WB YELLOW 155

High Performance Pigments for water-based coatings · NewsFlash #2 2023

Dear customer,

This quarter we would like to draw your attention to a HPP pigment suitable for water-based coatings.

This is the **Pigment Yellow 155** which belongs to the particular class of bisacetoacetarylide pigments family.



**IQC COAT WB YELLOW 155**

This pigment is designed for the replacement of chrome yellow pigments, bringing high color strength and purity.

- Our PY 155 produces a clean greenish yellowish shade and is characterized by high tinctorial strength, good solvent resistance, and fastness to alkali and acid.
- Our PY 155 can be declined in different grades suitable for plastics, paints and inks. Here we would like to focus on the paints industry, especially the water-based systems.
- This pigment shows excellent fastness to overcoating in various systems.
- It has a good lightfastness, especially in full shade (as fast as PY 16). The weather-fastness is good in full tone and reduction, even if not as good as PY 97. Considering costs and performance of colorations, PY 155 can be an excellent compromise.
- Typically, PY 155 is used in industrial finishes that are targeted for commercial vehicles.

With our **IQC COAT WB YELLOW 155**, we bring you a smart and clean yellow choice for developing your new colorants !

For more information, please visit our website: [iqchem.com](http://iqchem.com)

**Please get in touch with your Polygon contact or your local partner.**

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