

# HIGH-PERFORMANCE ARCHITECTURAL AND INDUSTRIAL COLORANTS

Next-Generation Pigment  
Dispersions for POS and  
In-Plant OEM Systems



Learn more about  
our colorants.



CCA

[epscca.com](http://epscca.com)

# NEXT-GENERATION COLORANTS

EPS is a global supplier of CCA colorants to the consumer paints and industrial coatings industries. For over 77 years, we have focused on developing a broad colorant technology portfolio for both POS and In-Plant OEM customers to use in architectural and industrial applications.

CCA colorants are controlled to some of the highest standards in the coatings industry and give users outstanding batch-to-batch tinting uniformity.

## CAPABILITIES

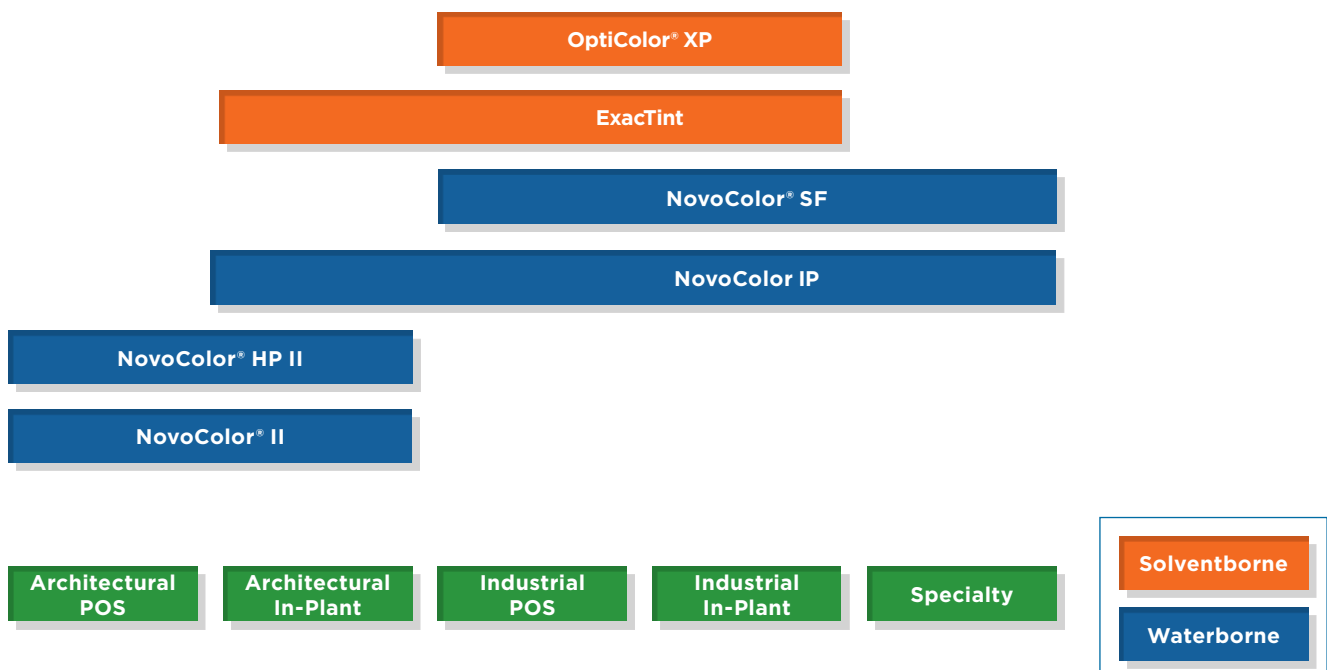
Colorants are offered to key segments of the paint and coatings industry, which include:

- Decorative – Interior and Exterior Architectural
- Industrial – Coil, Wood, General Industrial and Packaging
- Specialty – Construction, Industrial Maintenance and Auto Refinish

## DEDICATED COLOR SERVICES GROUP

Our dedicated color services group brings over 100 years of combined experience to the industry. They understand that making a colorant change is a great undertaking, and they take pride in delivering the best and most consistent product and customer experience.

## PORTFOLIO



# OPTICOLOR® XP

- Compatible with acrylic, alkyd, alkyd/melamine, polyester, NC lacquer, 2K epoxy, 2K urethane and chlorinated rubber coating systems
- Minimal impact on coatings performance, such as gloss, chemical resistance and hardness
- For POS and In-Plant tinting of industrial coatings, aerosol paints, automotive refinish coatings, lacquers, inks and adhesives

PRODUCT NUMBER	MASS TONE	TINT	COLORANT NAME	CI PIGMENT NAME	TYPICAL PROPERTIES						
					DENSITY		% PRIME PIGMENT BY WT.	% SOLVENTS BY WT.	% TOTAL SOLIDS BY WT.	FLASHPOINT	
					lbs/gal	g/cc				°F	°C
4100			TW Titanium White	PW 6	16.6	2.0	66.0	13.7	86.3	98	37
4110			OY Organic Yellow	BLEND	9.4	1.1	24.5	30.9	69.1	98	37
4112			MY Med Yellow Lead Free	BLEND	10.4	1.3	32.4	32.0	68.0	98	37
4121			PG Phthalo Green	PG 7	9.5	1.1	20.6	38.2	61.8	98	37
4132			PB Phthalo Blue	PB 15:2	9.1	1.1	19.7	40.5	59.5	98	37
4139			QV Quinacridone Violet	PV 19	8.7	1.0	18.0	4.7	52.3	98	37
4140			Magenta	PR 122	8.6	1.0	11.6	49.2	50.8	98	37
4142			YS Naphthol Red	PR 170	9.4	1.1	28.9	33.9	66.1	110	43
4144			RO Red Iron Oxide	PR 101	16.4	2.0	60.9	18.9	81.1	98	37
4148			QR Quinacridone Red	PV 19	9.0	1.1	21.9	41.2	58.8	98	37
4150		n/a	TRO Trans Oxide Red	PR 101	11.3	1.3	33.7	32.1	67.9	98	37
4151			DPP Red	PR 254	9.5	1.1	37.0	38.8	61.2	98	37
4166			UO Orange Lead Free	BLEND	9.7	1.2	26.8	35.7	64.3	99	37
4176		n/a	TYO Trans Oxide Yellow	PY 42	11.6	1.4	35.4	34.6	65.4	98	37
4177			YO Yellow Iron Oxide	PY 42	13.7	1.6	51.4	21.6	78.4	98	37
4183			RU Raw Umber	PBr 7	11.5	1.4	37.0	28.7	71.3	99	37
4185			BU Burnt Umber	PBr 7	11.4	1.4	35.4	27.1	72.9	98	37
4188			BU Burnt Umber	PBr 7	11.8	1.4	38.4	26.1	73.9	99	37
4191			LB Lamp Black	PBLK 7	9.3	1.1	21.4	38.0	62.0	98	37
4192			LB Lamp Black	PBLK 7	9.3	1.1	19.9	34.4	65.7	95	35
4193			Carbon Black	PBLK 7	9.3	1.1	12.4	32.0	68.0	95	35
4198			Jet Black	PBLK 7	8.7	1.0	10.0	49.1	50.9	95	35



# NOVOCOLOR® II



- Universal colorant that offers broad compatibility with both waterborne and alkyd products
- Non-resinous and formulated without APEO, formaldehyde or ethylene and propylene glycol
- Meets stringent VOC requirements
- Easy pour over technology to standard universal colorants, and minimal impact on critical paint properties
- For POS tinting of decorative waterborne and solventborne coatings, caulks and sealants, grout, cementitious coatings, adhesives and inks

PRODUCT NUMBER	MASS TONE	TINT	PRODUCT CODE	COLORANT NAME	CI PIGMENT NAME	TYPICAL PROPERTIES					
						DENSITY		% PRIME PIGMENT BY WT.	% INERT PIGMENT BY WT.	% TOTAL SOLIDS BY WT.	% WATER BY WEIGHT
						lbs/gal	g/cc				
8800N			KX	White	PW 6	16.6	2.0	54.2	11.7	81.9	18.0
8813N			AXN	Yellow	PY 74	11.2	1.3	13.4	31.3	64.3	35.6
8814N			T	Medium Yellow	BLEND	9.9	1.2	35.8	5.8	61.6	38.3
8818N			AN	Durable Yellow	BLEND	13.5	1.6	34.1	19.0	7.3	27.7
8820N			DD	Phthalo Green	PG 7	11.0	1.3	22.9	16.5	60.1	39.8
8821N			D	Phthalo Green	PG 7	11.6	1.4	10.1	33.0	62.2	37.7
8830N			EE	Phthalo Blue	PB 15:2	10.5	1.3	12.6	22.7	54.6	45.3
8831N			E	Phthalo Blue	PB 15:2	11.7	1.4	5.2	40.6	59.9	40.1
8832N			E	Phthalo Blue	PB 15:2	10.7	1.3	6.9	29.0	56.0	44.0
8835N			F	Red Oxide	PR 101	16.1	1.9	60.7	0.0	77.7	22.3
8847N			S	Fast Red	BLEND	10.2	1.2	8.3	21.9	53.0	46.9
8848N			RH	Red	BLEND	9.3	1.1	13.0	20.4	52.7	46.2
8849N			V	Magenta	PR 122	10.4	1.2	7.9	23.8	52.3	47.5
8851N			RR	Red	PR 254	9.8	1.2	17.6	10.9	51.2	48.8
8878N			C	Yellow Oxide	PY 42	15.4	1.8	57.5	0.0	76.3	23.7
8882N			M	Magenta	PR 122	10.5	1.3	7.1	26.6	58.6	41.3
8883N			MM	Magenta	PR 122	8.9	1.1	14.6	0.1	40.7	59.3
8888N			L	Raw Umber	PBR 7	11.7	1.4	18.6	21.1	66.2	33.6
8891N			B	Carbon Black	PBK 7	10.0	1.2	10.9	16.5	52.7	47.2
8892N			B	Carbon Black	PBK 7	10.2	1.2	9.8	19.1	47.8	52.1
88894			B	Carbon Black	PBK 7	10.1	1.2	7.7	42.7	42.7	57.2
8897N			I	Brown Oxide	BLEND	13.3	1.6	32.8	17.9	68.1	31.9

# NOVOCOLOR® HP II



- Water-only colorant, compatible in a wide range of waterborne coating systems and water dispersible alkyd technologies
- Non-resinous and formulated without APEO, formaldehyde, ethylene and propylene glycol
- Meets stringent VOC requirements
- Used in many acrylic emulsion, modified acrylic emulsion, PVA, waterborne 2K polyurethane, waterborne 2K epoxy, and water dispersible alkyd systems
- For POS tinting of decorative and industrial waterborne coatings, caulks and sealants, grout, cementitious coatings, adhesives, inks and glass coatings
- Compared to other colorant platforms, NovoColor HP II offers reduced surfactant leaching, improved block and tack resistance, and decreased impact on paint viscosity

## TYPICAL PROPERTIES

PRODUCT NUMBER	MASS TONE	TINT	PRODUCT CODE	COLORANT NAME	CI PIGMENT NAME	DENSITY		% PRIME PIGMENT BY WT.	% INERT PIGMENT BY WT.	% TOTAL SOLIDS BY WT.	% WATER BY WEIGHT
						lbs/gal	g/cc				
8600N			KX	White	PW 6	16.9	2.0	56.4	9.4	73.8	26.2
8613N			AX	Yellow	BLEND	10.7	1.3	24.7	7.7	42.1	57.8
8614N			T	Medium Yellow	BLEND	10.0	1.2	20.5	13.0	44.2	55.8
8621N			DU	Phthalo Green	PG 7	11.2	1.3	13.6	27.0	52.6	47.5
8632N			EU	Phthalo Blue	PB 15:2	10.5	1.3	9.6	26.3	46.9	53.1
8635N			F	Red Oxide	BLEND	17.0	2.0	60.8	3.1	73.0	27.0
8647N			R	Red	BLEND	11.6	1.4	10.9	32.1	51.5	48.5
8649N			V	Magenta	PR 122	10.5	1.3	12.2	24.7	49.5	50.5
8651N			RU	High Hide Red	BLEND	12.3	1.5	20.7	31.4	64.7	35.3
8678N			C	Yellow Oxide	PY 42	14.7	1.8	54.2	1.6	67.2	32.8
8688N			L	Raw Umber	PB 7	11.3	1.4	21.9	13.7	52.7	47.3
8691N			B	Lamp Black	PBk 7	11.5	1.4	8.1	29.7	46.2	53.8
8697N			I	Brown Oxide	BLEND	13.0	1.6	37.0	9.1	55.2	44.8



# NOVOCOLOR® IP

- Water-only colorant, compatible in a wide range of waterborne coating systems
- Used in many acrylic emulsion, modified acrylic emulsion, PVA, waterborne 2K polyurethane, waterborne 2K epoxy, and water reducible alkyd systems
- For In-Plant tinting of decorative and industrial waterborne coatings, caulks and sealants, grout, cementitious coatings, adhesives, inks and glass coatings
- Non-resinous and formulated without APEO, formaldehyde or ethylene and propylene glycol

PRODUCT NUMBER	MASS TONE	TINT	PRODUCT NAME	CI PIGMENT NAME	TYPICAL PROPERTIES				
					DENSITY		% PRIME PIGMENT BY WT.	% TOTAL SOLIDS BY WT.	% WATER BY WT.
					lbs/gal	g/cc			
8500			White	PW 6	16.8	2.02	66.6	76.7	23.3
8511			Organic Yellow	PY 97	10.0	1.19	40.5	54.9	45.1
8513			Organic Yellow G/S	PY 74	9.7	1.17	47.3	61.6	38.4
8514			Organic Yellow R/S	PY 65	9.5	1.14	40.4	54.4	45.6
8515			Organic Med. Yellow	PY 83	10.0	1.19	49.7	60.1	39.9
8518			Exterior Yellow	PY 184	17.1	2.05	61.0	70.2	29.8
8522			Phthalo Green	PG 7	11.2	1.34	43.7	60.5	39.5
8531			Phthalo Blue	PB 15	9.4	1.13	28.1	51.2	48.8
8532			Phthalo Blue	PB 15	9.4	1.13	33.8	52.3	47.7
8533			Ultra Marine Blue	PB 29	12.2	1.46	53.8	61.2	38.8
8538T		n/a	Trans Oxide Red	PR 101	11.7	1.41	35.1	56.3	43.7
8540			Carbazole Violet	PV 23	9.1	1.09	7.3	28.4	71.6
8542			Organic Red	PR 170	9.3	1.11	33.9	51.8	48.2
8543			Naphthol Red	PR 112	9.6	1.15	34.4	57.9	42.1
8544C			Quinacridone Red	PR 209	9.4	1.12	24.4	43.1	56.9
8545			Red Oxide	PR 101	18.5	2.22	67.6	79.6	20.4
8546			High Hiding Durable Red	BLEND	9.5	1.14	33.6	53.5	46.5
8549			Quinacridone Magenta	BLEND	9.6	1.15	26.5	44.8	55.2
8566			DPP Orange	PO 73	8.7	1.04	15.1	25.1	74.9
8567			Pyrazolone Orange	PO 13	9.4	1.13	32.9	63.3	36.7
8569			Azo Orange	PO 74	11.4	1.37	14.5	60.9	39.1
8570T		n/a	Trans Oxide Yellow	PY 42	11.0	1.32	30.0	49.4	50.6
8573			Orange Oxide	PY 42	14.0	1.68	53.5	68.2	31.8
8576			Yellow Oxide	PY 42	15.8	1.89	60.5	74.8	25.2
8580			Quinacridone Violet	PV 19	8.9	1.07	13.2	27.0	73.0
8582			Quinacridone Magenta	PR 122	9.6	1.15	36.7	48.7	51.3
8588			Raw Umber	PBR 7	11.6	1.39	17.6	66.4	33.6
8590			Weak Black	PBK 7	11.0	1.32	3.0	51.2	48.8
8591			Lamp Black	PBK 7	10.0	1.20	10.8	53.5	46.5
8592			High Strength Lamp Black	PBK 7	10.6	1.27	28.8	61.1	38.9
8594			Carbon Black	PBK 7	10.2	1.22	39.5	51.3	48.7
8596			Carbon Black	PBK 7	9.8	1.18	33.3	41.1	58.9
8597			Brown Oxide	BLEND	13.1	1.56	29.1	66.7	33.3

## NOVOCOLOR® SF WATERBORNE SUPERFINE COLORANTS

- High transparency
- Compatible in acrylic emulsion and waterborne or water-dispersible alkyd stains, as well as waterborne coatings for plastics
- Excellent color stability
- Capable of matching all types of wood stain colors
- For In-Plant and specialty industrial wood stains and coatings, wood graining inks, specialty inks, fabric, plastic, foil and glass coatings

### Masstone

Product Number	Mass Tone	Colorant Name	CI Pigment Name	Density lb/gal	Density g/cc	% Prime Pigment by Wt.	% Total Solids by Wt.	% Water by Wt.
8100		White	PW6	16.7	2.0	66.2%	76.9%	23.1%
8113		Organic Yellow	PY13	9.4	1.1	35.0%	46.8%	53.2%
8114		Medium Yellow	PY83	9.3	1.1	34.9%	45.6%	54.4%
8115		Golden Yellow	PY110	10.2	1.2	36.4%	53.4%	46.6%
8122		Phthalo Green	PG7	10.2	1.2	32.0%	50.8%	49.2%
8132		Phthalo Blue	PB15:3	9.8	1.2	34.0%	50.7%	49.3%
8138		Trans Oxide Red	PR101	11.2	1.3	30.6%	40.3%	59.7%
8140		Carbazole Violet	PV23	9.6	1.2	34.0%	49.7%	50.3%
8142		Organic Red	PR166	9.7	1.2	40.0%	52.8%	47.3%
8144		Rubine Red	PR184	9.7	1.2	35.0%	54.7%	45.3%
8146		DPP Red	PR254	9.3	1.1	25.0%	46.5%	53.5%
8149		Magenta	PR122	9.0	1.1	20.0%	31.3%	68.7%
8170		Trans Oxide Yellow	PY42	12.0	1.4	39.7%	50.2%	49.9%
8188		Brown	PBR25	9.3	1.1	25.0%	44.2%	58.0%
8194		Carbon Black	PBK7	9.9	1.2	30.7%	49.5%	50.5%

## EXACTINT® 700

### In-Plant – Solventborne Coatings

ExactTint alkyd dispersions are designed for tinting solvent and oil-based products. This product line consists of high-quality pigments, modified long oil alkyd vehicle and mineral spirits.

**SEE TDS FOR COMPLETE PRODUCT OFFERING.**



## Unmatched Technical Insight into Colorants

EPS provides performance-based resins and colorants specifically designed for the architectural, construction, industrial, and adhesive industries. With a personalized approach, innovative technology, consistent product performance and exceptional technical service—we make doing business with us easy.

As a global manufacturer of CCA colorants to the consumer paints and industrial coatings industries, we offer a broad colorant technology portfolio for both POS and In-Plant OEM clients. We are committed to understanding our customers' needs and helping them to succeed.



Sign up for our quarterly newsletter and never miss an update from EPS!

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