



ColourFal[®]
INDUSTRIAL

THINK. DREAM. CREATE.

Industrial Colourant Solutions



ColourFal[®] INDUSTRIAL

ColourFal[®] Industrial are colourants with wide-range compatibility that allow for superior wetting and dispersing properties in typical industrial applications. Enjoy the benefits of excellent pigment development, superior stability, colour accuracy and consistent colour reproduction.

PARTNER WITH LORAMA GROUP AND ENJOY THE COLOURFAL[®] INDUSTRIAL ADVANTAGE

By partnering with Lorama Group, enjoy access to a host of technical services provided by our team of full-time chemists. Our experts will aid and assist you in the areas of:



INNOVATION

At Lorama Group we understand innovation is key to success. Our team is available to create custom solutions to meet ever-changing market needs, from formulation to storefront and marketing.



PARTNERSHIP

Our team will assist with both technical and logistical support. We will be with you from formulation to after-sales support, every step of the way.



SUSTAINABILITY

ColourFal Zero[®] leverages raw materials from renewable resources. Using bio-based chemistry is part of our DNA, helping support the environment for generations to come.



TRAINING & DEVELOPMENT

Lorama University helps impart both sales and technical knowledge to our partners – helping with colour theory, paint manufacturing and colour marketing.

What's more, enjoy a host of technical, marketing and logistics services all aimed to help grow and sustain your business.

ColourFal Zero® In-Plant

ColourFal Zero® 950 (VOC-free*) and ColourFal Zero® 955 (Low-VOC) colourants are high strength aqueous binder-free pigment dispersions manufactured without alkyl phenol ethoxylated (APEO) additives. These aqueous pigment dispersions are compatible across a broad range of water and low-VOC coatings. They are designed for optimal flow and shelf stability, with high prime pigment loading for optimal tint strength.

PRODUCT BENEFITS

- Broad range aqueous compatibility for paints, plasters, inks and various systems
- High tint strength in an APEO-free water-based chemistry platform
- A tint extender 900-000 EXT is available to adjust the tint strength if required
- Superior shelf stability against pigment settling and viscosity increase

*ASTM D6886

CANISTER CODE	PRODUCT CODE	PRODUCT DESCRIPTION	COLOUR INDEX	SPECIFIC GRAVITY	% PIGMENT SOLIDS By Wt.	LIGHT FASTNESS (Full shade/Tint)	WEATHER FASTNESS (Full shade/Tint)
EXT	900-000	Extender	Talc	1.78	60	8 / 8	5 / 5
AXX	950-010	Yellow 5GX	PY74	1.24	40	6 / 5	3-4 / 2
B	950-020	Black	PBK7	1.26	43	8 / 8	5 / 5
C	950-030	Yellow Oxide	PY42	2.07	65	8 / 8	5 / 5
D	950-040	Green	PG7	1.36	50	8 / 7-8	5 / 4-5
ER	950-050	Blue R/S	PB15:1	1.22	40	8 / 7-8	5 / 4-5
EG	950-055	Blue G/S	PB15:3	1.22	45	8 / 7-8	5 / 4-5
F	950-060	Red Oxide	PR101	2.21	65	8 / 8	5 / 5
KX	950-080	White	PW6	2.10	65	8 / 8	5 / 5
S	950-100	Organic Red	PR112	1.20	47	7 / 5	4 / 3
BS	950-120	Magenta	PR122	1.18	32	7-8 / 7-8	4-5 / 4-5
AN	950-130	Exterior Yellow	PY154	1.15	30	8 / 8	5 / 5
ZS	950-150	Violet	PV23	1.24	30	8 / 8	4-5 / 4
BVE	950-160	BV Yellow	PY184	2.32	65	8 / 8	5 / 5

CANISTER CODE	PRODUCT CODE	PRODUCT DESCRIPTION	% PIGMENT SOLIDS By Wt.	COLOUR INDEX	LIGHT FASTNESS (Full shade/Tint)	WEATHER FASTNESS (Full shade/Tint)
AX	955-010	Organic Yellow	52	PY74	6 / 5	3-4 / 5
B	955-020	Black	42	PBK7	8 / 8	5 / 5
CX	955-030	Yellow Oxide	57	PY42	8 / 8	5 / 5
DX	955-040	Green	52	PG7	8 / 7-8	5 / 4-5
ER	955-050	Blue (Red Shade)	52	PB15	8 / 7-8	5 / 4-5
EG	955-055	Blue (Green Shade)	51	PB15:3	8 / 7-8	5 / 4-5
FX	955-060	Red Oxide	65	PR101	8 / 8	5 / 5
KX	955-080	White	53	PW6	8 / 8	5 / 5
R	955-100	Organic Red	49	PR112	7 / 5	4 / 3
FR	955-105	Fast Red	47	PR146	6 / 4	3 / 2
BS	955-120	Magenta	32	PR122	7-8 / 7-8	4-5 / 4-5
SR	955-140	Scarlet	47	PR3	6 / 4	3 / 2
ZS	955-150	Violet	33	PV23	8 / 8	4-5 / 4
OR	955-170	Orange	40	PO5	6 / 4	3 / 2

The above are typical values and are not product specifications.

The data for light fastness, weather fastness, and chemical resistance is derived from pigment manufacturers.

Light Fastness: (8=excellent, 1=poor) Tint = (1:4.6 TiO₂), Weather Fastness: (5=excellent, 1=poor)

Chemical Resistance: (5=excellent, 1=poor)

ColourFal® 1044

ColourFal® Industrial 1044 colourant series is designed with Propylene Glycol Monomethyl Ether (PM) Acetate in an Aldehyde resin vehicle that allows superior wetting and dispersing properties. This enables wide-range compatibility in typical solvent-based industrial applications.

PRODUCT FEATURES & BENEFITS

- Excellent pigment development
- Rheological characteristics that contribute superior stability
- Superior colour accuracy
- Consistent colour reproduction
- Balances cost and performance

CANISTER CODE	PRODUCT CODE	PRODUCT DESCRIPTION	COLOUR INDEX	SPECIFIC GRAVITY	% PIGMENT SOLIDS		PIGMENT LIGHT FASTNESS		PIGMENT RESISTANCE	
					By Wt.	By Vol.	Mass	Tint	Acid	Alkali
AXX	1044-010	Yellow Light	PY97	1.07	24	17	S	S	N	N
B	1044-020	Carbon Black	PBk7	1.2	22.3	13.3	N	N	N	N
C	1044-030	Yellow Iron Oxide	PY42	1.72	53.5	22.4	N	N	N	N
D	1044-040	Phthalo Green	PG7	1.06	20.4	10.8	N	N	N	N
E	1044-050	Phthalo Blue	PB15:2	1.07	21	14	N	N	N	N
F	1044-060	Red Iron Oxide	PR101	2.3	60	22.8	N	N	N	N
KX	1044-080	Titanium White	PW6	2.09	67.7	33.2	N	N	N	N
L	1044-090	Raw Umber	PBrn7	1.44	39.6	11.4	N	N	N	N
NS	1044-100	Mono Azo Red	PR170	1.11	29.1	21.5	N	S	N	N
ORE	1044-110	Lead Free Orange	PO34/36	1.09	24.2	16.1	S	S	N	N
T	1044-130	Lead Free Medium Yellow	PY83/PY151	1.28	35.1	21	S	S	N	N
RN	1044-140	Quinacridone Red	PV19	1.06	20.9	13.2	S	S	N	N
ZS	1044-150	Violet	PV23	1.19	5.1	3.1	N	N	N	N

The above are typical values and are not product specifications.

Lightfastness and Resistance Legend: N = No bleed/discolouration, S = Slight

Lightfastness and Resistance is derived from pigment manufacturers and provided for guidance purposes only.



ColourFal® 1100

ColourFal® Industrial 1100 colourants are based on Lorama's proprietary modified bio-based ester technology offering unprecedented broad spectrum system compatibility. The 1100 series colourants are a pourable liquid colourant dispersion based on a 100% solids liquid carrier that is VOC-free and APEO-free.

PRODUCT FEATURES & BENEFITS

- Optimal pigment development
- VOC-free & APEO-free, non-yellowing chemistry
- Non Hazardous liquid carrier that is DG exempt
- Broad range compatibility across a multitude of industrial and composite systems
- Superior shelf stability against pigment settling and viscosity increase
- 100% solids bio-based carrier system that is highly hydrophobic
- In-plant and Point-of-Sale machine tinting compatible

APPLICATIONS

ColourFal® Industrial 1100 colourants are formulated for use across a broad range of non-aqueous and 100% solids industrial systems such as:

- Epoxy
- Polyaspartic
- Polyurethane 2K systems
- Industrial Maintenance Coatings
- Vinyl & Moisture Cure Caulks, Sealants and Adhesives
- Elastomeric Roof Coatings
- 100% solids and solvent based UV systems
- Silicone systems
- Unsaturated Polyesters
- Aliphatic and Aromatic Hydrocarbon Based Alignment, Mastics, and Adhesives

CANISTER CODE	PRODUCT CODE	PRODUCT DESCRIPTION	COLOUR INDEX	SPECIFIC GRAVITY	% PIGMENT SOLIDS By Wt.
AXX	1100-010	Yellow	PY151	1.05	28.4
B	1100-020	Black	Bk7	1.05	20.3
C	1100-030	Yellow Oxide	PY42	1.91	64.1
TRY	1100-035	Transoxide Yellow	PY42	1.25	30
D	1100-040	Phthalo Green	PG7	1.06	17.8
E	1100-050	Phthalo Blue	PB15:2	1.04	21
F	1100-060	Red Oxide	PR101	2.04	65.6
TRR	1100-065	Transoxide Red	PR101	1.25	30
I	1100-070	Brown Oxide	Mixture	1.68	56.1
KX	1100-080	Titanium White	PW6	2.19	70
L	1100-090	Raw Umber	Mixture	1.55	51.2
REE	1100-100	Red	PR254	1.09	28
ZS	1100-150	Violet	PV23	0.99	13.6

The above are typical values and are not product specifications.



Colour Insights is a value-added service provided by Lorama to assist ColourFal® clients, providing design and editing assistance to clients in the pursuit of precise and inspirational scenes from the ColourChic fandeck. Since inception, Colour Insights has strived to provide exclusive client galleries, trend insights and training to maximize any ColourFal® system.



**Trend
Forecasting**

Ever forward-looking, our team of experts at Colour Insights is often asked; "What should we expect next?" To best answer this question, we recommend that clients subscribe to this service which can support their objectives of pushing the boundaries of colour innovation, collaborating to explore new frontiers, developing groundbreaking technologies, and uncovering novel applications for colour across various industries.



**Colour
Education**

Being a member of Colour Insights will help you gain invaluable insights from our vast repository of colour research, trends, and market analysis as well as stay ahead of the curve with up-to-date market. As a subscriber, ColourFal® clients will have the opportunity to collaborate on the development of exclusive colour products and solutions tailored to their specific needs.



**Online Gallery
Support**

Leverage Colour Insights expertise and cutting-edge resources to differentiate your business in the market and captivate audiences with unparalleled colour experiences.



**ColourFal®
Studio App**

Lab Services

Lorama Group has built its business on providing the highest level of customer service. We understand that with limited resources and time it is a challenge for our customers to implement new technologies and specialty additives into a vast array of formulations. Our laboratory services are designed to give our customers the competitive edge they need in today's marketplace.

COLOURFAL® LAB SERVICES

- Colour matching and formula book generation
- Database construction and maintenance
- Incorporation of new fandecks and colour cards
- Tint base cost efficiency and performance analysis
- Raw Material rationalization
- Colour space analysis and customization of colourant set

LORAMA GENERAL LAB SERVICES

- Paint Formulation Support
- On-site Technical Support
- On-site Scale Up
- Paint Training Programs
- Ongoing Research and Development

Complimentary Products

As a complete package to further assist our clients, Lorama Group offers a multitude of additives that provide some key benefits in formulation.

		CHEMISTRY	APPLICATIONS	BENEFITS
DISPERSANT	LPRT LPR® 221	<ul style="list-style-type: none"> Lorama Polysaccharide Resin Technology (LPRT) is uniquely processed bio-polymer and binder with multiple functionalities 	<ul style="list-style-type: none"> S/B Alkyds Light Industrial Paints 	<ul style="list-style-type: none"> Bio-based binder Binder-extender Emulsifier
	LDA® 100	<ul style="list-style-type: none"> Polymeric dispersant for decorative paints Hydroxy functional carboxylic acid ester with pigment affinic groups Deflocculates pigments by steric stabilization Suitable for organic & inorganic pigments 100% active – no incompatibility issues in various solvents 	<ul style="list-style-type: none"> S/B Alkyds Industrial Paints Pigment Concentrates S/B Gravure, Flexo Inks & Screen Printing 	<ul style="list-style-type: none"> High Gloss Optimized Colour Strength Higher Pigment Loading Improved Leveling
	LDA® 150	<ul style="list-style-type: none"> Polymeric dispersant for premium quality solvent-based white paints Acidic Polyester Polyamide Deflocculates pigments by steric stabilization Suitable for inorganic pigments only: TiO₂ & Extenders 52% active 	<ul style="list-style-type: none"> S/B Alkyds General Industrial Automotive Coil Coatings Acid Cure Coatings 	<ul style="list-style-type: none"> Optimizes Whiteness (L Value) High Gloss (DOI) Improved Leveling
	LDA® 160	<ul style="list-style-type: none"> Polymeric dispersant & anti-settling agent for solvent-based paints Alkyl ammonium salt of polycarboxylic acid Stabilizes pigments by controlled flocculation Suitable for inorganic pigments (TiO₂ & extenders) 52% active 	<ul style="list-style-type: none"> Alkyds: LOA, MOA & SOA Industrial Paints Primers Wood & Furniture Finishes (Medium to Low Polar Solvent) 	<ul style="list-style-type: none"> Improves/Eliminates: Sagging Settling Flooding Floating

For more information about Lorama Group and our products, visit www.lorama.com.



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**Innovative
Sustainable
Solutions** 