

The logo for ColourFal Zero features a horizontal rainbow bar above the text. 'ColourFal' is in a white, bold, sans-serif font with a black outline. 'Zero' is in a stylized, orange font with a black outline and a small green leaf icon above the 'o'.

**ColourFal Zero**

**THINK. DREAM. CREATE.**

Point-of-Sale and Industrial Colourants for Wood



**LORAMA**  
GROUP

# ColourFal Zero Colourants

## PARTNER WITH LORAMA GROUP AND ENJOY THE COLOURFAL ZERO® 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.



## Colour Insights

[www.colourinsights.com](http://www.colourinsights.com)

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 for the ColourChic. Since inception, Colour Insights has strived to provide exclusive client galleries, trend insights and training to maximize any ColourFal® system.

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.

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.

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



Trend  
Forecasting



Colour  
Education



Online  
Gallery Support



ColourFal®  
Studio App



# ColourFal Zero 800 Series

## UNIVERSAL COLOURANTS FOR WOODSTAINS

ColourFal Zero® 800 series universal colourants are transparent iron oxide dispersions for in-plant and point-of-sale (POS) volumetric tinting of water-based and solvent-based wood stains. These colourants are VOC-free\* (US EPA Method 24), Alkyl Phenol Ethoxylate (APE) free with excellent compatibility and colour acceptance.

- Compatible with waterborne and solventborne coatings
- Excellent in-can stability
- VOC-free\* (US EPA Method 24)
- Alkyl Phenol Ethoxylate (APE) free
- Formaldehyde and Formaldehyde Donor free
- UV protection with a dye like transparency

### TYPICAL PROPERTIES

CANISTER CODE	PRODUCT CODE	PRODUCT DESCRIPTION	SPECIFIC GRAVITY	% PIGMENT SOLIDS		% By WT. Total Solids	Light Fastness (Full Shade/Tint)	Weather Fastness (Full Shade/Tint)	Chemical Resistance
				Wt.	Vol.				
TRR	800-050	Trans Red Oxide	1.42	30	9.79	51.93	8/8	5/5	5
TRY	800-040	Trans Yellow Oxide	1.36	30	10.24	51.92	8/8	5/5	5



# ColourFal INDUSTRIAL

## INDUSTRIAL COLOURANTS FOR WOODSTAINS

ColourFal® Industrial 1100 series are transparent iron oxide dispersions for in-plant and point-of-sale (POS) volumetric tinting of solvent-based wood stains. The 1100 series colourants are a pourable liquid colourant dispersion based on a 100% solids liquid carrier that is VOC -free and APEO-free.

- Broad range compatibility across a multitude of industrial and composite systems
- Non Hazardous liquid carrier that is DG exempt
- 100% solids bio-based carrier system that is highly hydrophobic
- UV protection with a dye-like transparency

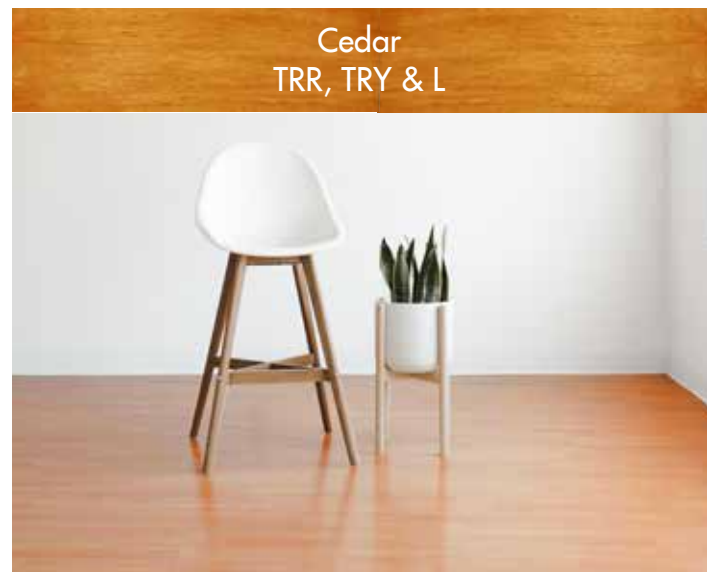
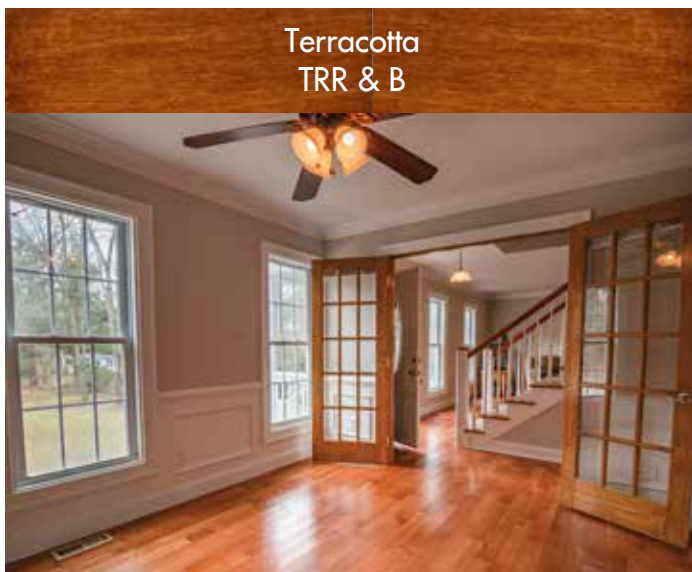
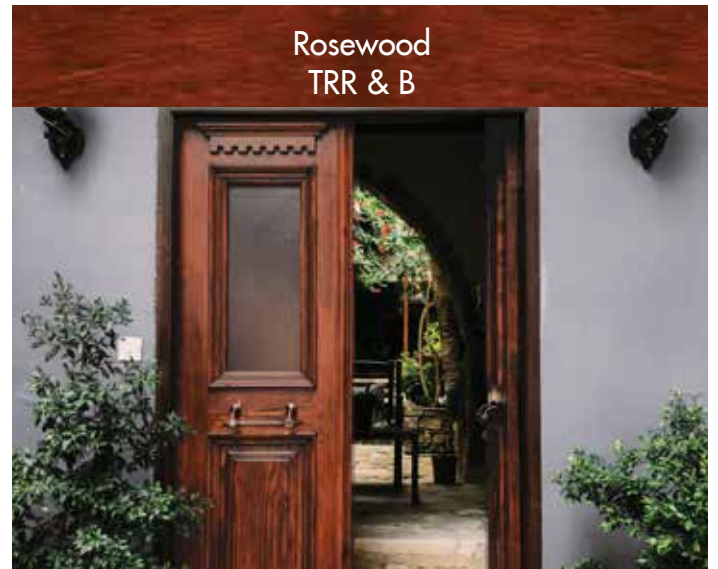
### TYPICAL PROPERTIES

CANISTER CODE	PRODUCT CODE	PRODUCT DESCRIPTION	COLOUR INDEX	SPECIFIC GRAVITY	% PIGMENT SOLIDS By Wt.
TRR	1100-065	Transoxide Red	PR101	1.25	30
TRY	1100-035	Transoxide Yellow	PY42	1.25	30

# Key Advantages: Getting more out of your woodstains

Achieve colours found throughout the global woodstains market using ColourFal Zerø® 800 , 400 and ColourFal Industrial series colourants. Our team will work to create a system tailored to your needs that will provide you with the best colour system on market. Our universal colourants allow you to generate virtually any colour, and help your customers bring their decorative dreams to life.

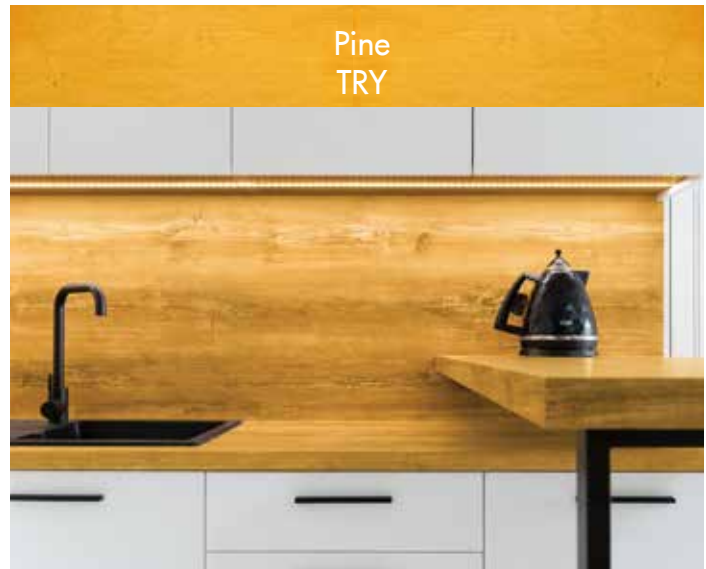
All colour samples stimulate stain colours on paper stock. These colour samples may vary in colour from the actual stain due to wood colour, texture and grain change.



Want to add an additional wood stain to your existing products?

**ColourFal® RapidTint Wood Stain** is an effective wood system that allows you to hit the ground running and begin your point-of-sale operations or in-plant tinting in the least possible time. Being a fully customizable solution, the system allows for modifications within your colourant set and fandecks.

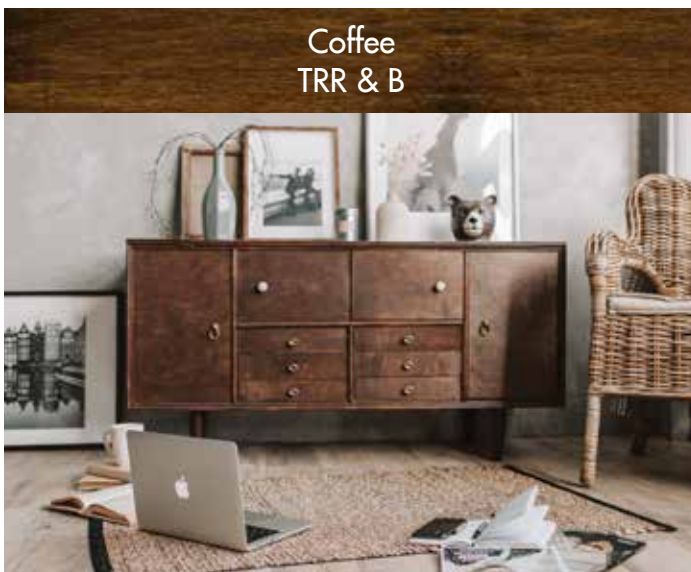
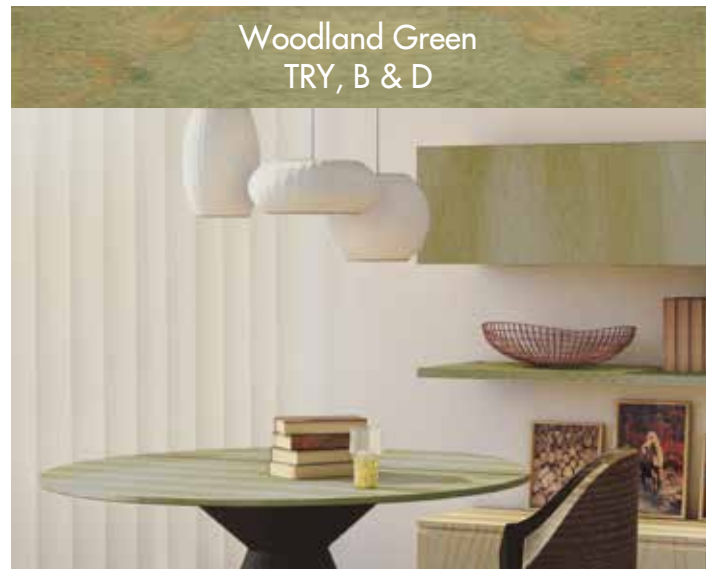
...Starting colour formulations are available upon request



# Getting Started

Finding the perfect wood stain for your project starts with sampling our wide range of offerings. Our sales representatives will help you with samples and starting formulations.

Contact Lorama today by emailing [ColourFal@lorama.com](mailto:ColourFal@lorama.com) or visit us at [www.ColourFal.com](http://www.ColourFal.com)



ColourFal Zerø® Universal VOC-free colourants used: Lamp Black (B), Phthalo Green (D), Phthalo Blue (E), Raw Umber (L), Yellow Trans-Oxide (TRY) and Red Trans-Oxide (TRR).

# Complimentary Products

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Formulating the perfect wood stain for your project starts with sampling our wide range of offerings. Our sales representatives will help you with samples and starting formulations.

**LWD® 100** is an innovative modifying additive that is designed to be used in interior water-based wiping stains, enabling the formulation to approach “solvent like” stain application performance.

Incorporating LWD® 100 aids in overcoming common application deficiencies associated with water-based stains, primarily through a mechanism that allows the stain to re-wet and re-solubilize as it is being applied. LWD® 100 assists to deliver a dramatically improved finished appearance with reduced lap marks.

**RheoFal™** are readily dispersible smectite clays that provide rheology in water based and solvent based systems. They help build viscosity, reduce syneresis and improve shelf and storage stability.

**Halox®** stain blocking additives were developed to augment resin technology by stopping the migration of soluble tannins to the surface of the paint. Ideally positioned for opaque wood primers.





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Email: [colourfal@lorama.com](mailto:colourfal@lorama.com)  
[www.colourfal.com](http://www.colourfal.com)



Lorama Group Manufacturing Facility, Canada

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Innovative  
Sustainable  
Solutions 