



LORAMA®  
GROUP

GemSpense®

In-Plant Colourant Solutions

ColourFal®

# Lorama GemSpense® Colourants

GemSpense® colourants represent our line of in-plant water-based VOC-free colourants. A line designed not just for those who need a versatile system but for those who demand high-performance, quality colourants.

Designed to deliver optimal performance with unsurpassed compatibility, GemSpense® provides one of the cleanest and richest colour palettes available in the market.



## **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**

GemSpense® 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.

# Lorama GemSpense® Colourant Solutions

## **GemSpense® AX Series**

High-gloss aqueous dispersions based on a styrenated acrylic resin, designed for use in water-based flexographic inks, high pH and high filler formulations with excellent compatibility and rheology.

## **GemSpense® BA Series**

A state-of-the-art low-VOC (<1g/L) dispersion range designed to meet stringent EU environmental standards, including Blue Angel and Ecolabel compliance, for use in wall paint formulations.

## **GemSpense® EX Series**

Core range of NPE-free and low-VOC (<1g/L) surfactant-based aqueous dispersions, offering excellent application properties and wide compatibility across water-based coatings and ink systems.

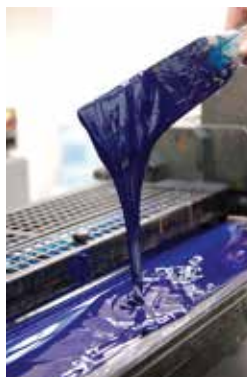
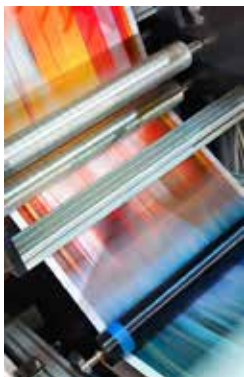
## **GemSpense® LX Series**

A range of VOC-free, binder-free aqueous pigment dispersions without APEO additives, designed for paints, plasters, inks, and various other systems, offering high tint strength, excellent flow, and storage stability.

## Applications

Our products can be used in a wide variety of applications across a range of aqueous and solvent-based systems. Some of the key market areas include:




















- Aqueous Paint Systems
- Solvent-Based Paint Systems
- Printing Inks
- Latex Colouration
- Seed Coating
- Construction Materials
- Textile Printing
- Digital Printing Inks
- Automated Dispensing Systems
- Paper Colouration



For any tailored application systems, please contact [info@lorama.com](mailto:info@lorama.com)

# GemSpers® AX Series

GemSpers® AX is based on an acrylic resin system developed to give excellent compatibility, rheology, improved gloss and transparency, particularly when used in water based flexographic inks. The products in this range can also tolerate higher levels of alcohols compared to our earlier acrylic based dispersions.

	<b>PRODUCT DESCRIPTION</b>	<b>COLOUR INDEX</b>	<b>SPECIFIC GRAVITY</b>	<b>% PIGMENT SOLIDS By Wt.</b>	<b>LIGHT FASTNESS (Full shade/Tint)</b>
	GemSpers® Yellow AX 14	Yellow 14	1.2	40	4/2
	GemSpers® Yellow AX 42	Yellow 42	1.6	55	8/8
	GemSpers® AX 74 (Opaque)	Yellow 74	1.2	36	7/6
	GemSpers® Yellow AX 83	Yellow 83	1.2	40	6-7/6
	GemSpers® Orange AX 34	Orange 34	1.2	40	5-6/3-4
	GemSpers® Red AX 2	Red 2	1.2	43	7/3-4
	GemSpers® Red AX 53:1	Red 53:1	1.2	40	2/1
	GemSpers® Red AX 57:1	Red 57:1	1.2	35	5/4-5
	GemSpers® Red AX 101	Red 101	2.0	60	8/8
	GemSpers® Red AX 112	Red 112	1.1	40	7/5
	GemSpers® Red AX 122	Red 122	1.2	35	8/7-8
	GemSpers® Red AX 169	Red 169	1.2	30	3-4/2-3
	GemSpers® Violet AX 3	Violet 3	1.1	35	3-4/2
	GemSpers® Violet AX 23	Violet 23	1.2	36	7-8/7
	GemSpers® Violet AX 27	Violet 27	1.2	30	3-4/2
	GemSpers® Blue AX 15:3	Blue 15:3	1.2	40	8/8
	GemSpers® Green AX 7	Green 7	1.1	45	8/8
	GemSpers® Black AX 7	Black 7	1.2	40	8/8
	GemSpers® White AX 6	White 6	2.0	65	8/NA

# GemSperse® BA Series

GemSperse® BA series is our premier range designed to allow paint companies to maintain their compliance with the requirements of the latest and most stringent EU environmental standards, such as Blue Angel and Eco Label.

The state of the art BA series features low VOC\* content (<1g/l) along with a custom developed biocide package which is designed to maintain compliance with the requirements of Blue Angel and Eco Label, when used in a suitable wall paint formulation.

The BA series maintains the historical wide compatibility synonymous with all Lorama GemSperse® dispersions.

	PRODUCT DESCRIPTION	COLOUR INDEX	SPECIFIC GRAVITY	% PIGMENT SOLIDS By Wt.	LIGHT FASTNESS (Full shade/Tint)
	GemSperse® Yellow BA 1	Yellow 1	1.2	48	6/5
	GemSperse® Yellow BA 3	Yellow 3	1.2	40	7/6
	GemSperse® Yellow B 42	Yellow 42	1.8	70	8/8
	GemSperse® Yellow BA 74 (Trans)	Yellow 74	1.2	45	6/5
	GemSperse® Yellow BA 74 (Opaque)	Yellow 74	1.2	40	6/5
	GemSperse® Orange BA 5	Orange 5	1.2	42	6/5
	GemSperse® Orange BA 73	Orange 73	1.1	42	7-8/7
	GemSperse® Red BA 101 YS	Red 101	1.9	70	8/8
	GemSperse® Red BA 101 BS	Red 101	1.9	60	7-8/7-8
	GemSperse® Red BA 122	Red 122	1.1	30	8/8
	GemSperse® Red BA 254	Red 254	1.3	45	8/8
	GemSperse® Violet BA 23	Violet 23	1.2	30	7-8/7
	GemSperse® Blue BA 15:3	Blue 15:3	1.3	48	8/8
	GemSperse® Green BA 7	Green 7	1.4	53	8/8
	GemSperse® Black BA 7	Black 7	1.3	45	8/8
	GemSperse® Black BA 7 LS	Black 7	1.1	3	8/8
	GemSperse® White BA 6	White 6	1.9	65	8/NA

\*ASTM 11890-2

Please note that the BA series dispersions themselves are not Blue Angel or Eco Label compliant, as these regulations apply to the finished paint formulation and suitable testing and registration must be carried out by the paint company in order to claim compliance.

# GemSpense® EX Series






















The GemSpense® EX series is our core range of Nonylphenol ethoxylates (NPEs) and low VOC\* content (<1g/l) surfactant-based aqueous dispersions. These dispersions provide excellent compatibility and application properties across a very broad range of water-based coatings and ink systems. With their high resistance to flocculation in heavily filled systems, they yield very high colour strength and offer excellent value in use.

	<b>PRODUCT DESCRIPTION</b>	<b>COLOUR INDEX</b>	<b>SPECIFIC GRAVITY</b>	<b>% PIGMENT SOLIDS By Wt.</b>	<b>LIGHT FASTNESS (Full shade/Tint)</b>
	GemSpense® Yellow EX 1	Yellow 1	1.2	43	6/5
	GemSpense® Yellow EX 3	Yellow 3	1.2	40	7/6
	GemSpense® Yellow EX 42	Yellow 42	1.9	60	8/8
	GemSpense® Trans Yellow EX 42	Yellow 42	1.4	35	8/8
	GemSpense® Yellow EX 74 (Trans)	Yellow 74	1.2	45	6/5
	GemSpense® Yellow EX 74 (Opaque)	Yellow 74	1.2	40	7/6
	GemSpense® Yellow EX 83	Yellow 83	1.1	32	6-7/6
	GemSpense® Yellow EX 109	Yellow 109	1.2	34	8/8
	GemSpense® Yellow EX 138	Yellow 138	1.2	50	8/7-8
	GemSpense® Yellow EX 139	Yellow 139	1.2	30	7-8/7-8
	GemSpense® Yellow EX 184	Yellow 184	1.5	45	8/8
	GemSpense® Orange EX 5	Orange 5	1.2	70	6/5
	GemSpense® Orange 34	Orange 34	1.2	43	5-6/3-4
	GemSpense® Orange 43	Orange 43	1.2	40	6-7/3-4
	GemSpense® Orange 73	Orange 73	1.1	42	7-8/7
	GemSpense® Red EX 2	Red 2	1.2	45	7/3-4
	GemSpense® Red EX 101 YS	Red 101	2.0	70	8/8
	GemSpense® Red EX 101 BS	Red 101	2.0	70	8/8
	GemSpense® Trans Red EX 101	Red 101	1.4	37	8/8
	GemSpense® Red EX 112	Red 112	1.2	48	7/5
	GemSpense® Red EX 122	Red 122	1.1	40	8/7-8
	GemSpense® Red EX 146	Red 146	1.1	40	5/3-4

# GemSpurse® EX Series (Continued)

The Lorama GemSpurse® EX range features an unparalleled range of pigment chemistries to meet ever increasing technical demands, providing access to a wide range of high-performance pigments offering optimum fastness to light, heat and solvents.

The GemSpurse® EX series also fulfills applications outside of traditional water-based paints such as seed and natural fiber colouration, shoe polish, latex colouration, etc.

	<b>PRODUCT DESCRIPTION</b>	<b>COLOUR INDEX</b>	<b>SPECIFIC GRAVITY</b>	<b>% PIGMENT SOLIDS By Wt.</b>	<b>LIGHT FASTNESS (Full shade/Tint)</b>
	GemSpurse® Red EX 166	Red 166	1.1	30	7-8/7-8
	GemSpurse® Red EX 168	Red 168	1.1	40	8/7-8
	GemSpurse® Red EX 170 BS	Red 170	1.1	40	6/7-8
	GemSpurse® Red EX 170 YS	Red 170	1.1	40	7D/5
	GemSpurse® Red EX 176	Red 176	1.2	35	6/5-6
	GemSpurse® Red EX 184	Red 184	1.0	40	5/3-4
	GemSpurse® Red EX 185	Red 185	1.1	35	7/6-7
	GemSpurse® Red EX 254	Red 254	1.2	43	7-8/7-8
	GemSpurse® Red EX 264	Red 264	1.1	36	7-8/7-8
	GemSpurse® Violet EX 19	Violet 19	1.1	31	7-8/7-8
	GemSpurse® Violet EX 23	Violet 23	1.2	30	7-8/7
	GemSpurse® Blue EX 15	Blue 15	1.2	44	8/8
	GemSpurse® Blue EX 15:3	Blue 15:3	1.2	52	8/8
	GemSpurse® Blue EX 28	Blue 28	1.4	50	8/8
	GemSpurse® Blue EX 29	Blue 29	1.4	43	8/8
	GemSpurse® Green EX 7	Green 7	1.2	53	8/8
	GemSpurse® Green EX 8	Green 8	1.2	38	5-6/5
	GemSpurse® Green EX 17	Green 17	2.2	70	8/8
	GemSpurse® Black EX 7	Black 7	1.2	45	8/8
	GemSpurse® Black EX 11	Black 11	1.8	55	8/8
	GemSpurse® White EX 6	White 6	1.9	60	8/NA

# GemSpense® LX Series

GemSpense® LX 950 (VOC-free\*) is a colourant series with 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

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
AG	950-003	Yellow 10G	PY3	1.21	45	7-8/6-7	4/3-4
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
KX2	950-085	White	PW6	2.08	69	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
IRB	950-200	IR Black	PBK32	1.19	45	8 / 8	5 / 5
IRBO	950-210	IR Black Oxide	PBR29	2.00	60	8 / 8	5 / 5

\*ASTM D6886

Pages 3 - 7 demonstrate typical colourant 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 TiO<sub>2</sub>), Weather Fastness: (5=excellent, 1=poor)

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



# Lab Services

Loroma 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.

## LORAMA LAB SERVICES

- Colour matching and formula book generation
- Database construction and maintenance
- Incorporation of new fan decks 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



# Colour Insights

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

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

# The Lorama Difference



2025 marks a pivotal chapter in Lorama's history with the inauguration of our advanced manufacturing facility in Waterfoot, UK. This strategic investment underscores our unwavering commitment to elevating service excellence for our European clientele.

Rooted in a legacy of innovation since our founding in 1977, and headquartered near Toronto, Canada, Lorama has consistently expanded its reach through a fusion of entrepreneurial vision and deep acumen in global regulatory and raw material landscapes. The Waterfoot facility stands as a tangible testament to our enduring dedication to customer-centric innovation, building upon our established presence across more than 90 nations.

With a bedrock of unparalleled technical proficiency, including our globally recognized ability to deconstruct and reconstruct complex formulations, Lorama is esteemed for its mastery in paint formulation. Our network of seven globally positioned laboratories, anchored by our comprehensive R&D, technical services, and colour services hub near Toronto, ensures the delivery of commercially validated solutions. This legacy is now amplified by the addition of our UK manufacturing presence.

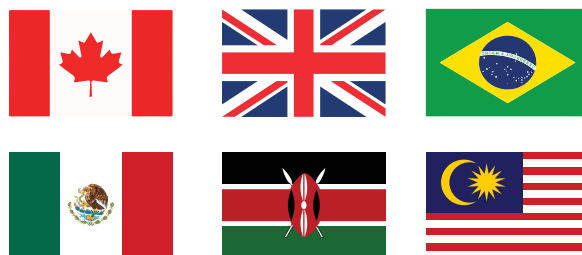
220  
EMPLOYEES



45+ YEARS IN THE CASE INDUSTRY



7  
GLOBAL LAB FACILITIES



6  
MANUFACTURING LOCATIONS



AVAILABLE IN  
90+  
COUNTRIES

# Complementary Products

Category	Product Name	Recommended System		
		Water-Based	Solvent-Based	
COLOURANTS	<ul style="list-style-type: none"> <li>• COLOURFAL ZERO®</li> <li>• COLOURFAL INDUSTRIAL</li> <li>• COLOURFAL PRØ®</li> <li>• COLOURFAL WOOD</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	
ANTI-FOAM	<ul style="list-style-type: none"> <li>• LAF® 120</li> <li>• LAF® 231</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>	
pH STABILIZER	<ul style="list-style-type: none"> <li>• LORAMINE™ PLUS</li> <li>• pHLORA ZERO™</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> </ul>		
POLYSACCHARIDE RESIN TECHNOLOGY	<ul style="list-style-type: none"> <li>• ECØ®</li> <li>• ECØ® 100</li> <li>• ECØ FLO®</li> <li>• LORAMA Hi-LiTE™</li> <li>• INKRES® 33</li> <li>• LPR76®</li> <li>• LPR® 221</li> <li>• LTB®</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	
RHEOLOGY MODIFIER	<ul style="list-style-type: none"> <li>• FALGEL® 60</li> <li>• FALGEL® 90</li> <li>• RHEOFAL™ 101</li> <li>• RHEOFAL™ 102</li> <li>• RHEOFAL™ 301</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> </ul>	
SPECIALTY ADDITIVES	<ul style="list-style-type: none"> <li>• LWD® 100</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>		
RUTILE TITANIUM DIOXIDE	<ul style="list-style-type: none"> <li>• TIOXITRON® LCT55</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>	
DISPERSING AGENTS	Dispersant	<ul style="list-style-type: none"> <li>• LDA® 600</li> <li>• LDA® W4</li> <li>• LDA® W5</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>
	Polymeric Dispersant	<ul style="list-style-type: none"> <li>• LDA® 100</li> <li>• LDA® 150</li> <li>• LDA® 154</li> <li>• LDA® 160</li> <li>• LDA® 196</li> </ul>		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>
	Pigment Stabilizer	<ul style="list-style-type: none"> <li>• LDA® 320</li> <li>• LDA® 410</li> <li>• LDA® 411</li> <li>• LDA® 414</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>



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



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Innovative  
**Sustainable  
Solutions** 