

For
ARCHITECTURAL
applications



We render **LIFE**
to your coatings

NOVACADE 791

The solar energy we receive is composed of high-energy radiations like the ultraviolet rays and the near infrared rays. These are a major cause of global warming around the world. These radiations are absorbed by paints and coatings causing increased temperatures. At Tinting Systems Company, we understand the gravity of this problem and we have developed a special range of Pigment Preparations to keep the façades cool – NOVACADE 791.

Eco-friendly Characteristics

Over 50% of the solar energy constitutes ultra violet and near infrared rays. The more the solar energy absorbed by the paint-coated surfaces, the greater the damage and rise in structural temperature. The heat build-up on the surfaces is directly proportional to the duration when it was exposed to the sun. To keep these surfaces cool, the maximum amount of infra red radiation has to be reflected back. The ability to reflect IR is measured by Total Solar Reflective (TSR) value.

Therefore, pigments with high total reflective value will have that much less radiation absorption, keeping the facades cool. The new NOVACADE 791 pigments have extremely low heat build-up due to high TSR properties and functional reflective colorants. This keeps architectural facades, roofs, window frames and exterior insulation finishing systems remains safe even in consistent exposure to the sun. Moreover, they are also free of environmentally detrimental chemicals like APE (Alkyl Phenol Ethoxylates), VOCs (Volatile Organic Compounds) and formaldehydes.

Applications

Specially developed for exterior paints and plasters, based on silicate and silicone.

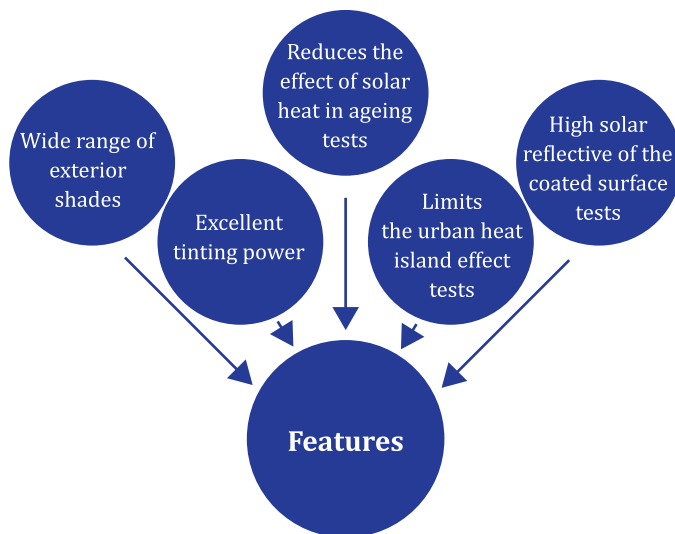
They are compatible with both water based and solvent based paints.

High shade accuracy and reproducibility

Salient Features














NOVACADE 791 is specially developed for exterior paints and plasters, based on silicate and silicone. They are compatible with both water based and solvent borne paints; but they are inclined to show enhanced results in water based architectural paints. They have indispensable properties like light fastness, accuracy in pastels, excellent scrub resistance and washability of paints. These pigments are also cost effective and reduce the usage of the paints with their high opacity and concealing value.

The highlight of NOVACADE 791 is its modularity, offering precise configuration and accurate repeatability of the shades of colors. This accuracy is sharpened by the fact that the color and the color strength are gravimetrically controlled. It has good long-term consistent viscosity and is stable over a wide range of temperatures. In addition, the presence of glycol confers it with resistance to freeze thawing and other atrocities of the weather. These pigments reduce the thermal stress in construction material and limit the urban heat island effect too. This multitude of stellar properties makes it exceptional.



NOVACADE 791

TECHNICAL DATA SHEET

Shade	Code	Description	Colour Index	Pigment* %	Light** Fastness		Weather** Fastness		TSR %	Specific Gravity gm/c ³
					F	R	F	R		
	XT-791	White	P.W. 6	65	8	8	5	5	88	2.00
	OR-791	Red Oxide	P.Bn 33	64	8	8	5	5	38	2.19
	OB-791	Brown Oxide	P.Y 164	64	8	8	5	5	33	2.16
	OG-791	Red	P.R 168	10	8	8	5	5	50	2.3
	TT-791	Black	P.Bn 29	64	8	8	5	5	28	2.24
	LS-791	Green	P.G 50	64	8	8	5	4	25	2.26
	KS-791	Yellow Orange	P.Bn 24	64	8	7	5	5	66	2.13
	RT-791	Yellow Oxide	P.Bk 12	64	8	8	5	5	44	2.11
	MS-791	H.C. Blue	P.B 28	64	8	8	5	5	28	2.02
	MT-791	L.C. Blue	P.B 36	64	8	8	5	5	31	2.13
	CB-791	Turquoise	P.B 28	64	8	8	5	5	37	1.93
	AN-791	Yellow	P.Y 184	65	8	8	5	5	76	1.89
	FT-791	Violet	P.V 15	60	8	8	45	45	48	1.57

Guidance figures only and may differ since the colorants are adjusted on their colorimetric properties.

Information given by pigment supplier - For guidelines only -

Customers are encouraged to conduct their own tests.

This information is proposed without warranty, representation, inducement or license of any kind including.

It is made following the best TSC knowledge or obtained from sources believed to be accurate, and does not assume any legal responsibility.

For more information please see Safety Data Sheet.



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