

For  
**ARCHITECTURAL**  
applications



We render **LIFE**  
to your coatings

# UNICOLOR 681

The challenges in the paints and coatings industry, colorants and other chemical companies keep increasing day by day. The rapid urbanization and extensive growth in infrastructure has pressurized the industry to research, innovate and develop products with higher performance, while ensuring efficiency and cost-effectiveness.

The ongoing environmental concerns also play an important role in determining the quality and the market preference of products in the chemical and paint industry. Keeping these parameters in mind, we have created our latest Point of Sale colorants, UNICOLOR 681. These Universal colorants are for interior and exterior applications, which are also widely known as machine colorants.

## Extensive Applications

To balance the cost and the performance of the product is a feat that all customers desire, and we consider it to be our duty to provide for ongoing needs. The UNICOLOR 681 range with high concentration pigment and universal miscibility with all currently available resins in the market generate final products that reduce the usage of the paints and improve cost efficiency. Moreover, they ensure accurate repeatability and precise reproducibility of the color shades.

They are Newtonian fluids with excellent rheological properties that give the paints maximum opacity with heightened concealing prowess. This means that it eliminates the need for multiple coatings and gives the same vibrancy and thickness in just one coat.

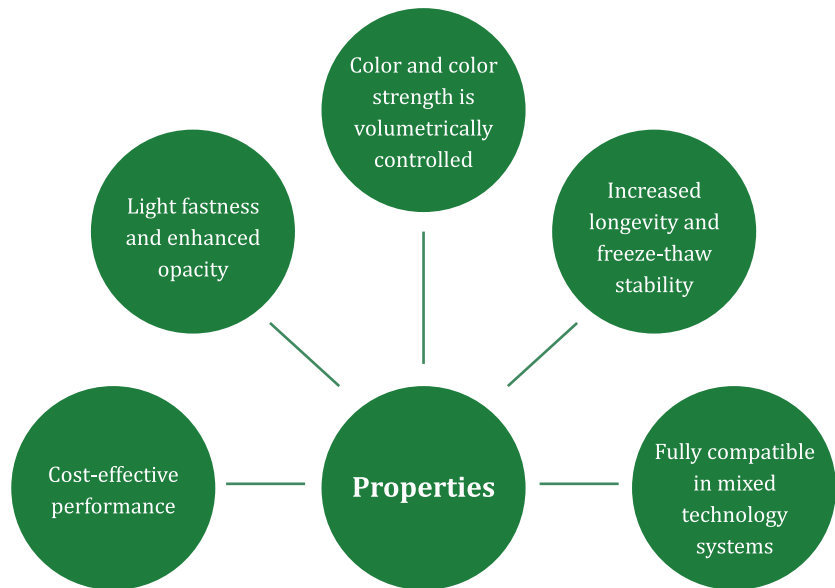
It also means that the longevity of the colorants is significantly improved because it can be stored in canisters over a long period without affecting the consistency and the stability of the solutions.

## Stellar Benefits

UNICOLOR 681 colorants has been developed such that every parameter is enhanced. This level of research and innovation has been employed to provide a multitude of high utility application to our customers. The colorants of the range combine effortlessly to with both water based and solvent based paints to cover all the colors in the visible section of the spectrum comprehensively.











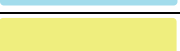
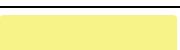

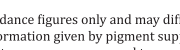
It is especially crafted to meet the performance demands of all the modern coatings, including Latex paints, Acrylic paints, long oil, medium oil alkyds, enamels, wood stains, PVA emulsions, Styrene-butadiene emulsions. It has added freeze-thawing ability that adds to its drying properties and provides an extended lifetime. We provide enhanced software support to our customers for convenience.

Additionally, taking into account the rising current environmental concerns, UNICOLOR 681 has incorporated changes in its composition so as to cater to this need. This range of pigments is free of harmful chemicals like APE (Alkyl Phenol Ethoxylate), VOC (Volatile Organic Compounds) and Formaldehyde in their solutions that have adverse effects on our health and on the environment.



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## TECHNICAL DATA SHEET

Shade	Code	Description	Color Index	Pigment* %	Light** Fastness		Weather** Fastness		Specific gravity gm/c <sup>3</sup>	Composition by Weight %			Resistance	
					Full	Reduced	Full	Reduced		Pigment Solid	Vehicle	Volatile	Alkali	Acid
	BM-681	Dark Blue	PB 15:3	13	8	8	5	5	1.34	44	12	44	5	5
	CL-681	Black	PBk 7	10	8	8	5	5	1.38	51	9	40	5	5
	GL-681	Green	PG 7	10	8	8	5	5	1.46	47	13	40	5	5
	ML-681	Magenta	PR-122	20	7	7-8	4	4	1.15	26	10	64	5	5
	OH-681	Orange Yellow	PY 83	29	7-8	6-7	4	3	1.33	32	11	57	5	5
	OL-681	Orange	PO 73	30	8	8	4-5	4-5	1.33	32	11	57	5	5
	RH-681	Red	PR 112	34	7-8	6	4-5	3	1.17	38	7	55	5	5
	RL-681	Orange Red	PR 188	11	7-8	6-7	4	3	1.38	47	12	41	5	5
	RX-681	Red Oxide	PR 101	48	8	8	5	5	1.96	63	11	26	5	5
	VL-681	Violet	PV 23	4	8	8	5	4	1.32	41	12	47	5	5
	WX-681	White	PW 6	59	8	8	5	5	1.96	68	7	25	5	5
	YH-681	Yellow	PY 74	34	7-8	6-7	4-5	3	1.25	53	8	39	5	5
	YL-681	Greenish Yellow	PY 138	20	7	7-8	4-5	4	1.43	53	10	37	5	5
	YX-681	Yellow Oxide	PY 42	59	8	8	5	5	1.82	60	7	33	5	5

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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