

For  
**ARCHITECTURAL**  
applications



We render **LIFE**  
to your coatings

# UNICOLOR 651

Lack of compatibility and miscibility are the primary challenges faced by the paint and color industry. With an objective to address these effectively, we, at Tinting Systems Company, strive every day to bring to you the best service and product quality.

On this note, we present our new range of exterior and interior colorants, UNICOLOR 651, with the latest modification for superior quality. This Universal Point of Sale colorants has 14 colors that are specially designed for interior and exterior applications and are used as machine colorants.

## Environmentally Responsible

Rising pollution due to extensive construction and industrialization is a growing concern in today's world. This has given rise to a multitude of environmental issues like global warming, ozone layer depletion and greenhouse effect.

At Tinting Systems Company, we understand that Sustainable Development is the key and we endeavor to make extra efforts to ensure our products are less detrimental to the environment. UNICOLOR 651 range of color is free of VOC (Volatile Organic Compounds), APE (Alkyl Phenol Ethoxylate) and formaldehyde. This guarantees eco-friendly paints that are safe to use and significantly add to the superior value of our products.

## Enhanced Applications

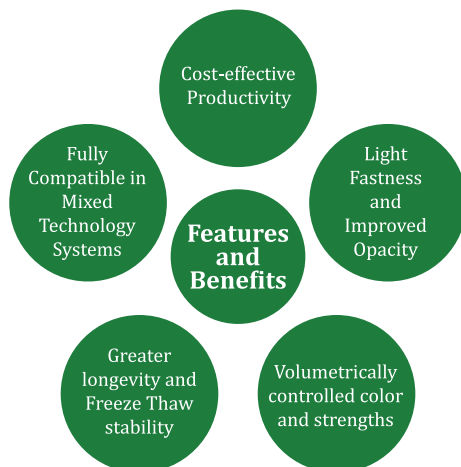
With improved features in every aspect, our UNICOLOR 651 pigment preparations delivers way more than ordinary pigments. The range contains colorants that combine to generate the whole spectrum of colors in the visible region.

An important highlight of this product is also the high concentration of the pigments, which provides an array of benefits. These include increased opacity, which offers a bright and comprehensive coating in the first stroke, eliminating the need for multiple coats. It also saves volume, making it cost-effective.

Viscosity is another feature that has been drastically improved in this UNICOLOR 651 range. With appropriately maintained viscous and rheological constants, the flow is Newtonian. Hence, the paint remains stable overtime, increasing the tinting prowess and the ability to maintain a steady flow, which drastically reduces the maintenance costs.

## Application

UNICOLOR 651 colorants meets the performance needs of modern coatings – including Latex paints, Acrylic paints, long oil, medium oil alkyds, Enamels, Wood stains, PVA emulsions, Styrene-butadiene emulsions.



## Additional Benefits

The above properties of the UNICOLOR 651 pigments facilitate paints to remain stable for over a long period without compromising on the performance. UNICOLOR 651 colorants comes with its own pigment index, describing various concentrations and associated properties. This helps our customers develop the final products with relative ease. They have accurate reproducibility and consistent repeatability of the mixed shades.















Moreover, along with this range of products, we provide comprehensive technical and coloristic support with a dedicated team of experts to guide our customer throughout the process of development of the product. We provide our comprehensive software as a support for the convenience of our customers. Additionally, with volumetrically controlled color and color strength, you have accurate reproducibility at point-of-sale, making the UNICOLOR 651 range more dependable.

## Technical and Coloristic Support

- Compatibility tests
- Maintenance of databases
- Accelerated weathering tests
- Consultancy on equipment and all system implementation steps
- Testing and adjusting of base materials

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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
	133-651	Blue H.C.	PB 15:3 PB 15:4	40	8	8	5	5	1.19	41	11	48	5	5
	13-651	Blue L.C.	PB 15:6	7	8	8	5	5	1.26	38	14	48	5	5
	27-651	Red Oxide H.C.	PR 101	65	8	8	5	5	1.96	67	10	23	5	5
	35-651	Yellow Oxide H.C.	PY42	62	8	8	5	5	1.96	63	7	30	5	5
	377-651	Yellow H.C.	PY 74	45	7-8	6-7	4-5	3	1.20	46	4	50	5	5
	38-651	Mono Azo Yellow	PY 97	14	7-8	7-8	4-5	4	1.25	66	4	30	5	5
	4027-651	Red Oxide L.C.	PR 101	20	8	8	5	5	1.41	42	9	49	5	5
	4030-651	Green	PG 7	13	8	8	5	5	1.29	36	14	50	5	5
	4035-651	Yellow Oxide L.C.	PY 42	18	8	8	5	5	1.38	48	7	45	5	5
	4089-651	Black L.C.	PBk 7	2	8	8	5	5	1.29	36	10	54	5	5
	611-651	Red H.C.	PR 112	42	7-8	6	4-5	3	1.16	43	6	51	5	5
	64-651	Magenta	PR 122	7	7	7-8	4	4	1.27	32	17	51	5	5
	71-651	White	PW 6	67	8	8	5	5	1.96	71	6	23	5	5
	89-651	Black H.C.	PBk 7	10	8	8	5	5	1.26	35	14	51	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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