



AMERICAN COLORS® INC.

Advantage Liquid Colorants for Waterborne Applications

about

American Colors, Inc. provides cost-effective black liquid colorants for various waterborne systems including coatings, paper and cardboard products, asphalt emulsions, premixed grout, and graphic arts. These products are formulated to meet the needs of the application, from viscosity, to shade, to surfactant chemistry. All Advantage WBC colorants are dispersed to a fine particle size, high in color strength, and formulated with anti-settling properties.

Product Code	Surfactant Type	System Compatibility							Description
		Acrylic	Epoxy	PUD	Latex	Graphic Art Ink	Paper Ink	Flexo Ink	
WBC881497	Blend (A/N)	●	◐	●	◐	●	●	●	Resinous; high strength, general purpose black, workhorse colorant
WBC881506	Nonionic	●	◐	●	●	●	●	●	Resinous; gloss & strength, ideal for tag & label inks, good rheology
WBC881517	Anionic	●	◐	●	●	◐	●	●	High strength, general purpose black
WBC881533	Blend (A/N)	●	◐	●	◐	●	●	●	Resinous; high strength, general purpose black, good rheology
WBC881542	Blend (A/N)	●	●	●	●	●	●	●	High strength, general purpose black, broad compatibility
WBC881551	Nonionic	◐	◐	◐	●	○	◐	●	High surface area, high structure black
WBC881563	Blend (A/N)	●	◐	◐	●	◐	●	◐	Resinous; jetness, gloss & strength, ideal for tag & label inks
WBC881567	Nonionic	◐	●	◐	●	○	◐	◐	High strength, general purpose black
WBC881570	Cationic	Compatible with cationic systems							General purpose non-resinous cationic
WBC881575	Nonionic	○	◐	●	●	◐	●	●	Jetness & gloss
WBC881702	Anionic	●	●	●	●	●	●	●	Resinous; general purpose black
WBC881704	Blend (A/N)	●	◐	◐	●	◐	◐	◐	Resinous; jetness, gloss & strength

● Compatible ◐ Somewhat compatible ○ Incompatible

System compatibility was performed in a general purpose coating or ink system for each; compatibility should be tested for specific intended use.

Storage & Handling

Best stored in original sealed container in a cool location out of direct sunlight.
Product may require agitation or mixing prior to use.

Use Rates

Recommended loadings between 2-10% depending on the application. A ladder study should be performed to determine the actual loading required.

Logistics

Standard packaging is 275 gal totes.
Lead times for standard products are 5 business days from order confirmation to ship date, or sooner with forecasting.

For more information please contact sales@americancolors.com or technical@americancolors.com www.americancolors.com

MANUFACTURING LOCATIONS

1110 Edgewater Ave
Sandusky, OH 44870
United States

909 Tennessee Blvd
Lebanon, TN 37087
United States

1385 Gateway Drive
Gallatin, TN 37066
United States

5075 N Highway 123
Seguin, TX 78155
United States

American Colors (Shanghai)
1288 Cangcong Road
Fengxian District
Shanghai, China 201424

Colorificio Migliavacca
Via dell' Industria
24126 Bergamo BG, Italy