



Water-Based Colorants for Industrial Coatings Applications

about us

American Colors, Inc. provides liquid colorants for the coatings industry that are low in viscosity, high in color strength, and maintain excellent stability. A selective additive package makes these dispersions compatible in multiple customer formulations. A full range of shades is available using organic and inorganic pigments.

Our WWT product line is a resin-free aqueous pigment dispersion with zero VOC. This is a versatile dispersion especially suited to industrial, decorative and architectural coatings. The WWT line is formulated with anti-settling properties without the use of fillers and offers a wide range of interior- and exterior-grade pigments. It is tightly controlled for color and can be used for color matching in-plant. Colorant pH ranges from 8-10 and Hegman grind is a minimum of 6, and all products contain biocide for in-can stability.

Compatibility includes, but is not limited to: waterborne acrylic, urethane, polyester and epoxy coatings which can be spray-applied, rolled or brushed.

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 film thickness, opacity, and color strength requirements of the application; a ladder study should be performed to determine the actual loading required.

Custom Services

Custom Formulation/Joint Development
Logistical Support
Private Labeling
Specialty Products
Tolling



WWT TECHNICAL DATA LINE CARD

Product code	Description	Pigment Index	Pigment wt. %
WWT180207	Titanium Dioxide	White 6	67.6
WWT22060	Medium Yellow	Yellow 74	41
WWT276143	Yellow Iron Oxide	Yellow 42	51.8
WWT276215	Hansa Yellow	Yellow 3	49.7
WWT276234	Buff Rutile	Brown 24	50
WWT276350	Monoazo Yellow	Yellow 65	50
WWT276354	Diarylide Yellow	Yellow 14	45
WWT30400	Quinacridone Violet	Violet 19	20
WWT379167	Phthalo Blue (GS)	Blue 15:3	24.4
WWT379179	Ultramarine Blue	Blue 29	58
WWT379200	Phthalo Blue (RS)	Blue 15:2	43.1
WWT481109	Chrome Oxide	Green 17	70
WWT481118	Phthalo Green	Green 7	42.5
WWT578199	Quinacridone Red	Violet 19	39.4
WWT578204	Naphthol Red	Red 170	40
WWT578254	Red Iron Oxide (BS)	Red 101	68.4
WWT578257	Carbazole Violet	Violet 23	30
WWT578259	Red Iron Oxide (YS)	Red 101	62.5
WWT578266	Toluidine Red	Red 3	21.5
WWT578335	DPP Red	Red 254	50
WWT578354	Quinacridone Magenta	Red 122	39.4
WWT578415	Naphthol Red	Red 112	40
WWT674049	Dinitro Orange	Orange 5	42
WWT674105	Diarylide Orange	Orange 34	30
WWT674107	Dianisidine Orange	Orange 16	35
WWT82924	Utility Black	Black 7	45
WWT83126	High Color Black	Black 7	35
WWT881416	Oxide Black	Black 11	45
WWT881631	Jet Black	Black 7	25

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