



100% Solids Colorants for 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, including custom matched colors.

Our products can be formulated to meet customer needs. Factors such as pigment loading, viscosity strength, and additive packages can be tailored to specific applications.

CARRIERS

EPOXY

Product Line	Carrier	Viscosity	Applications
EH	Epoxy EEW 170-190	Pourable	Solvent-borne floor finishes, industrial paints, protective coatings
EHC	Epoxy + reactive diluent EEW 170-190	Low	Solvent-borne floor finishes, industrial paints, protective coatings

PLASTICIZER

Product Line	Chemistry	Regulatory	Applications
VC	DPHP	Phthalate	PMMA based coatings, plastisol, architectural coatings (roofing, traffic, bridge)
VPU	DOTP	Prop 65 Compliant	Plastisol & flexible PVC compounds
VAH	Naphthenic Oil	Phthalate-free	Low-cost industrial and architectural coatings

POLYESTER

Product Line	Chemistry	Regulatory	Applications
PC	Unsaturated polyester	Low/No-VOC	Gelcoat, epoxy, urethane & polyaspartic coatings

POLYASPARTIC

Product Line	Chemistry	Regulatory	Applications
ENH	Polyaspartic	Low/No-VOC	Polyaspartic coatings

POLYUREA

Product Line	Chemistry	Regulatory	Applications
URJ	Polyamine	Low/No-VOC	Polyurea coatings

CASTOR OIL

Product Line	Chemistry	Regulatory	Applications
RN	Bio-based	Low/No-VOC	Spray-on truck bed liners, industrial floor coatings, athletic surfaces, agricultural coatings

POLYETHER POLYOLS

Product line	Chemistry	Applications
UC, UCF, UCG	Molecular weight 2000 - 6000	Protective industrial coatings

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

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