



Water-Based 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.

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

ACRYLIC			
Product Line	Chemistry	Additional Information	Applications
WC	Styrenated acrylic	Low-viscosity which allows for high pigment loadings	Industrial, decorative and architectural coatings, paper products, textile inks and aggregate coatings
WUC	Non-styrenated acrylic	These are currently experimental formulas	Used where styrenated acrylic is not acceptable
RESIN-FREE			
Product Line	Chemistry	Additional Information	Applications
WWT	Water-borne, resin-free	Compatible in systems where typical resins cannot function or may cause incompatibility	Integral concrete, industrial, decorative and architectural coatings, adhesives and sealants

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

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

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