



AMERICAN COLORS® INC.

Solvent-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	Applications
ACS	Solution Acrylic in PM Acetate	Aerosols, industrial coatings, architectural coatings, graphic films, floor coatings, wood finishes, concrete finishes, adhesives
GAR	Acrylic Polyol in PM Acetate (650 Hydroxyl E.W.)	Polyol coatings, two-component Urethanes and Epoxies for automotive and industrial finishes, floor coatings
VINYL		
Product Line	Chemistry	Applications
VR	Solution Vinyl in MEK	Vinyl roto-gravure inks, solvent-borne coatings
RESIN FREE		
Product line	Chemistry	Applications
TBA	VOC-exempt, resin-free	Binder-free dispersion is widely compatible in solvent-based coatings; including Alkyds, Acrylics, and Urethanes

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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