

# Color Pigment Dispersion

## Technical Data Sheet

# PureOptions™ D

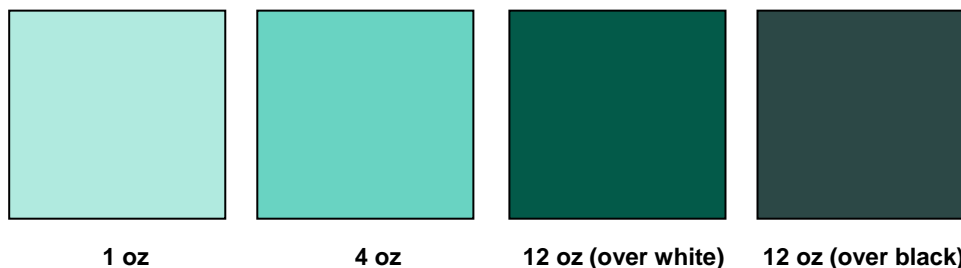


We create chemistry

PureOptions™ eco-colorants – BASF's expanded colorant line for paint suppliers seeking to produce environmentally responsible products in their point-of-sale (POS) tinting operations.

### Chemical Nature

### Organic Pigment Dispersion



### Properties

### Typical Properties

Pigment, Vol.	21 %
Pigment, Wt.	44 %
Solids, Vol.	42 %
Solids, Wt.	61 %
Specific gravity	1.5
Viscosity (KU)	77 ± 8
Density	12.3 lbs/gal
VOC	
(per ASTM D6886)	<50 g/L
(per U.S. EPA Method 24)	0 g/L

### Applications

### Features

PureOptions™ represent an advanced approach to colorant technology created with < 50g/l VOC content, per the stringent ASTM D 6886 test method. Designed for optimal paint performance, PureOptions™ colorants enable paints to retain critical properties such as gloss, color reproducibility, and block resistance without adding VOC content.

PureOptions™ is packaged in a patent-pending plastic container allowing for efficient transfer of the product into POS dispensers. Simply open the screw-top lid and pour the color into the dispenser. In only one minute, 97% of the contents will be drained from the container. Simply close the container with the same re-sealable lid to avoid contamination, waste or spillage.

PureOptions™ eco-colorants help our customers to realize sustainable, VOC- and APEO-free paint formulations that do not compromise on performance, enabling them to compete for new lines of business.

As the world's leading chemical company, BASF can help you deliver eco-responsible paint solutions that meet or exceed performance requirements. We are putting together the right resources to make your products better and help you to be more successful.

---

## Safety

### General

The usual safety precautions when handling chemicals must be observed. These include the measures described in Federal, State and Local health and safety regulations, thorough ventilation of the workplace, good skin care and wearing of protective goggles.

### Material Safety Data Sheet

All safety information is provided in the Safety Data Sheet for PureOptions™ D.

---

## Storage

PureOptions™ D has a shelf life of up to 1 year from the date of manufacture for material in original, unopened, properly stored containers. Beyond 1 year, we recommend the quality of the material be confirmed prior to use by retesting the certificate of analysis parameters.

---

## Important

The descriptions, designs, and data contained herein are presented for your guidance only. Because there are many factors under your control which may affect processing or application/use it is necessary for you to make appropriate tests to determine whether the product is suitable for your particular purpose prior to use. **NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, ARE MADE REGARDING PRODUCTS DESCRIBED OR DESIGNS, OR INFORMATION SET FORTH, OR THAT THE PRODUCTS, DESIGNS, OR DATA MAY BE USED WITHOUT INFRINGING THE INTELLECTUAL PROPERTY RIGHTS OF OTHERS. IN NO CASE SHALL THE DESCRIPTIONS, DATA OR DESIGNS PROVIDED BE PRESUMED TO BE A PART OF OUR TERMS AND CONDITIONS OF SALE.** Further, you expressly understand and agree that the descriptions, designs, and data furnished by BASF hereunder are given gratis and BASF assumes no obligation or liability for same or results obtained from use thereof, all such being given to you and accepted by you at your risk.

*PureOptions is a trademark of BASF Group.*

© BASF Corporation, 2015



BASF Corporation is fully committed to the Responsible Care® Initiative in the USA, Canada, and Mexico.

For more information on Responsible Care® go to:

U.S.: [www.basf.us/responsiblecare\\_usa](http://www.basf.us/responsiblecare_usa)

Canada: [www.basf.us/responsiblecare\\_canada](http://www.basf.us/responsiblecare_canada)

México: [www.basf.us/responsiblecare\\_mexico](http://www.basf.us/responsiblecare_mexico)

BASF Corporation  
Dispersions and Pigments  
11501 Steele Creek Road  
Charlotte, North Carolina 28273  
Phone: (800) 251 – 0612  
Email: [edtech\\_info@basf.com](mailto:edtech_info@basf.com)  
[www.basf.us/dpsolutions](http://www.basf.us/dpsolutions)