Color Pigment Dispersion

Technical Data Sheet
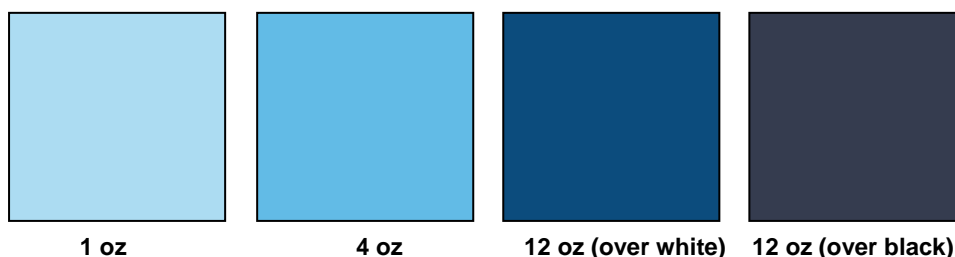
PureOptions™ E

BASF

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**

1 oz	4 oz	12 oz (over white)	12 oz (over black)

Properties

Typical Properties

Pigment, Vol.	16 %
Pigment, Wt.	36 %
Solids, Vol.	39 %
Solids, Wt.	55 %
Specific gravity	1.4
Viscosity (KU)	77 ± 8
Density	11.4 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 Material Safety Data Sheet PureOptions™ E.

Storage

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

Important

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Good Chemistry at Work

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