

Color Pigment Dispersion

Technical Data Sheet

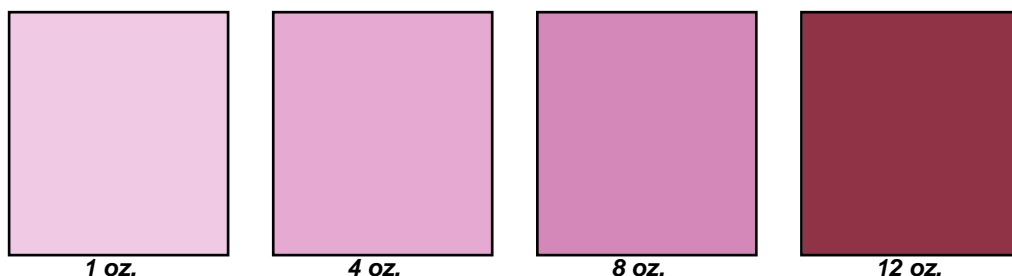
PureOptions™ V Magenta



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



Typical Properties

Properties

Pigment, Vol.	17 %
Pigment, Wt.	34 %
Solids, Vol.	40 %
Solids, Wt.	53 %
Specific Gravity	1.3
Viscosity (KU)	65 ± 8
Density	10.8 lbs/gal
VOC	
(per ASTM D 6886)	< 50 g/l
(per U.S. EPA Method 24)	0 g/l

Features

Applications

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™ V Magenta.

Storage

PureOptions™ V Magenta 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

While the descriptions, designs, data and information contained herein are presented in good faith and believed to be accurate, they are provided for guidance only. Because many factors may affect processing or application/use, BASF recommends that the ready make tests to determine the suitability of a product for a particular purpose prior to use. **NO WARRANTIES OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, ARE MADE REGARDING PRODUCTS DESCRIBED OR DESIGNS, DATA OR INFORMATION SET FORTH, OR THAT THE PRODUCTS, DESIGNS, DATA OR INFORMATION MAY BE USED WITHOUT INFRINGING THE INTELLECTUAL PROPERTY RIGHTS OF OTHERS. IN NO CASE SHALL THE DESCRIPTIONS, INFORMATION, DATA OR DESIGNS PROVIDED BE CONSIDERED A PART OF THE BASF TERMS AND CONDITIONS OF SALE.** Further, the descriptions, designs, data and information furnished by BASF hereunder are given gratis and BASF assumes no obligation or liability for the description, designs, data or information given or results obtained all such being given and accepted at the reader's 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

Canada: www.basf.us/responsiblecare_canada

México: www.basf.us/responsiblecare_mexico

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