



## Solaplex™ Pigments

### Decorative Paint Application

To some, home decorating is a chore, to others a hobby or even an occupation, but whatever the motivation, the end result is always a quality, lasting finish that appears as good over time as the day it was first applied.

With a magnitude of trade and retail products available, differentiation is a key driver affecting consumer choice. Paint producers are looking to formulate better and cheaper, year on year; an increasingly difficult task. Warm, earthy tones continue to be a popular choice, with strong Latin and Mexican influences.



- Solaplex™ Pigments add value-in-use.
- Solaplex™ Pigments add opacity to intense organic colourants to achieve cost-effective colours that do not impact on the rheology or paint properties.
- Solaplex™ Pigments add colour intensity to yellow and red inorganic oxides, widely used in base paint formulations.
- Solaplex™ Pigments are environmentally acceptable, heavy metal free and comply with European Guidelines for Indirect Food Contact.