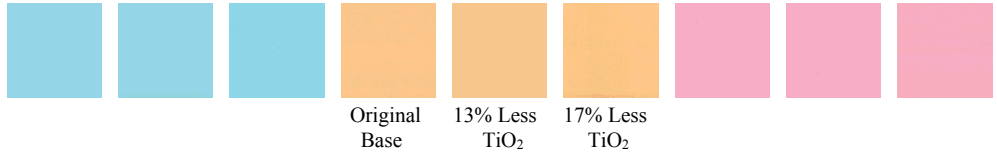


### Colour Matching with FP-Pigment in PoS Bases

Following the successful cooperation of FP-Pigments with Chromaflo and Krahn Chemie, FP-Pigments can now offer substantial savings in Point of Sale tint bases through TiO<sub>2</sub> reduction **without compromise** to colour matching properties.

Visibly matching colours with a  $\Delta E < 0.5$  (typically  $< 0.3$ ) even in hard to match colours.

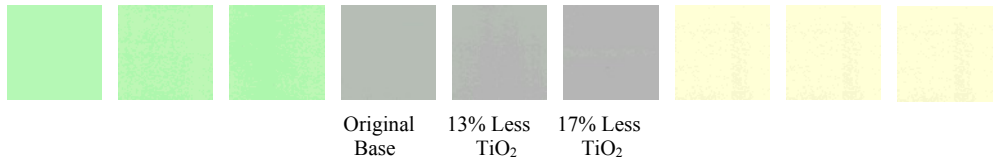
**No requirement** to adjust colourant use or colour matching software.



### Easy to Follow Reformulation

An easy to follow reformulation protocol produces pastel and midtone bases which match your existing bases for colour matching and colour development.

With no need to move or recall existing stock, the new FP-Bases can sit side by side on the shelf with old formulations utilising the same colour library and colour instrument software.

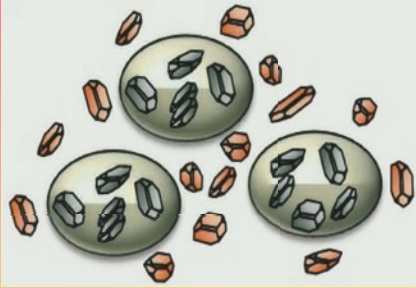


### Performance Comparison of Pastel Bases

Matt Pastel Base with 14.5% TiO<sub>2</sub> Compared to the same base with 13% and 17% less TiO<sub>2</sub>.

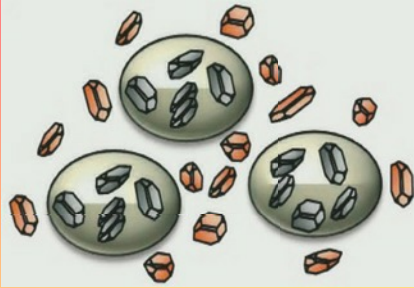
Colour: NCS S 1000-N Illuminant/Observer: D65/10

Base	L*	a	b*	$\Delta L$	$\Delta b$	$\Delta E$
Original	88.78	-0.05	1.52			
13% Less TiO <sub>2</sub>	88.86	-0.03	1.60	0.08	0.08	0.12
17% Less TiO <sub>2</sub>	88.83	-0.02	1.60	0.05	0.08	0.10



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## “Color-Wise”

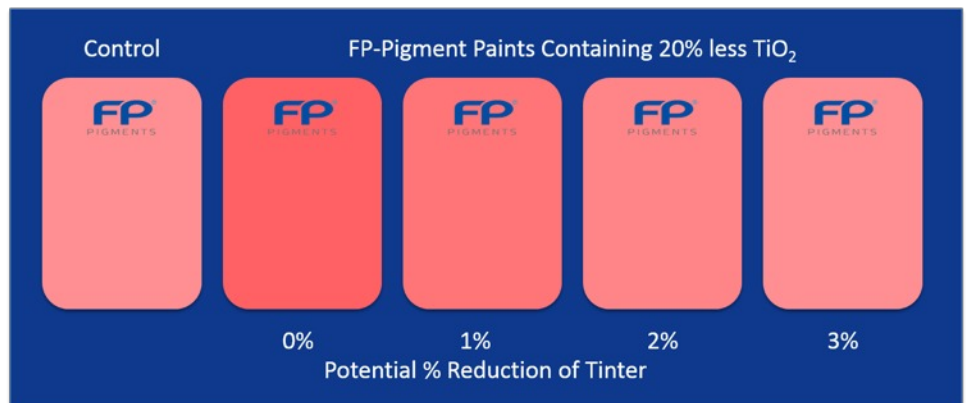
Unique Products with Unique Benefits

### Significant Raw Material Cost Savings

FP-Pigments Opacity Pigment is a highly regarded, industry-proven technology for the partial replacement of TiO<sub>2</sub> pigment, combining high performance with substantial raw material cost savings.

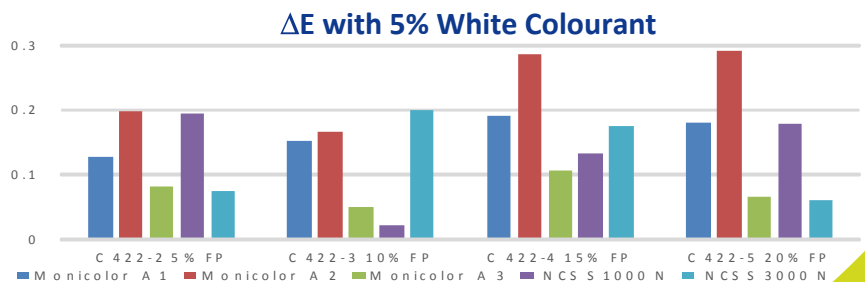
### Factory Produced Colours

The controlled reduction in tint strength seen when using FP-Pigment to partially replace TiO<sub>2</sub> pigment provides the potential for the colour chemist to reduce the levels of colourant used in-factory to reach a given shade.



### In-Colourant Use

In addition to being used in the paint bases, it is also possible for colourant producers to use FP-Pigments to reduce the TiO<sub>2</sub> content of the colour pastes. The example below takes a standard white colour paste and replaces 5 to 20% of the TiO<sub>2</sub> with minimal impact on colour development.



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