

## TECHNICAL INFORMATION

### MowiPaste FP Red Brilliant Pink BT (Fine Paste /

- Brilliant Red Violet Shade
- Fine stable dispersion - No reduction in color yield or brilliance
- Hydrophillic
- Formaldehyde Free
- Highly concentrated
- Readily pourable pigment paste
- Containing nonionic wetting agents & dispersing agents.
- They mix readily into aqueous media to form stable dispersions and miscible with one another in any ratio.
- Excellent dispersion stability - Prevents re-agglomeration on storage.
- Homogenous dispersion - Equally dispersed throughout the binder system.
- No drying - No wastages
- No viscosity pick up - Easy shade matching
  - MowiPaste are suitable for coloration of synthetic polymer emulsion paints, aqueous Inks, Wood stains

## 1. Properties

Appearance	Brilliant Red Violet , low viscous, liquid dispersion
Chemical character	Based on Pigment Violet 19
Ionic character	Nonionic
Viscosity	4500-6500 mPas (Brookfield at 20 °C)
pH	6-8
Dilutability	Dilutable in any proportions with cold water
Storage stability	6-12 months when stored in original container under appropriate conditions between 2 °C and 40 °C
Eco-toxicological data	Refer Safety Data Sheet

F = 5% in a full shade emulsion paint (TiO<sub>2</sub> - 20%)

R = 2% in a reduced shade emulsion paint (TiO<sub>2</sub> - 20%)

Light = Light fastness based on DIN 54003

Weathering = Fastness to weather based on DIN 54001

Density = Density in g/cm<sup>3</sup> based on DIN 53 193

MowiPaste FP Red Brilliant Pink BT	F	R
Shade		
Light fastness	7-8	7-8
Weathering fastness	4	4
Density(+/-5%)	1.08	1.08

## Our Commitment to the Environment

**Sustainability and environmental considerations are becoming increasingly important for consumers and producers.**

For ARCHROMA these considerations have been incorporated in daily practice offering intelligent chemistry.

Meeting today's ecological challenges ARCHROMA offers sustainable products, solutions and processes and participates actively in voluntary programs such as the Global Charter Responsible Care® and Global Product Strategy (GPS) initiatives, which are focused on the continuous improvement of our performance in the critical areas of health, safety and environment. At the core of these initiatives is the development of enhanced safety and environmentally friendly products, such as all our waterbased solvent-free Mowilith® emulsions.

APEO (Alkyl Phenol Ethoxylates) and specially Nonyl Phenol ethoxylates are considered to be very toxic for aquatic life. In many countries these emulsifiers / surfactants are no longer allowed.

ARCHROMA offers APEO-free dispersions for customers that need this requirement.

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