Easily dispersible pigments
EDW PIGMENTS
In the paint manufacturing process, one of the most important steps is the dispersion of pigments. Clariant has developed a new range of organic pigments: the »Easily dispersible pigments« – called ED pigments – to simplify this process.

As the name suggests, ED pigments can be easily incorporated into paint systems with a dissolver, and without an additional milling step. This is an innovative approach to paint manufacture which offers efficiency as well as savings in raw materials and energy.

To achieve »Easily dispersible« characteristics of organic pigments, Clariant has developed an economic production process which includes surface treatment of the pigments with highly efficient and widely compatible dispersing additives.

**ED PIGMENT VALUE PROPOSITION**

**A RANGE THAT FITS YOUR NEEDS**

- Reducing your costs
  - For industrial as well as for decorative paints

- Achieving perfect colors
  - For solvent- or water-based

**LOWER COST IN USE» COLORATION**

- No milling step necessary
- Dissolver dispersible
- Reduced dispersing time
- Combination of ED pigments in one mill base is possible
- Co-dispersion of ED pigments with inorganic pigments

- Higher pigment loading in the mill base
- Optimization of plant capacity – Faster color change

**HIGHER ECO-EFFICIENCY**

- Lower energy consumption
- Less cleaning effort
Simplify your process
EASILY DISPEROSIBLE PIGMENTS

THE DISPERSION PROCESS
The most important and complex step in the coloration of paints is the homogenous distribution of pigment particles in the binder system. Organic pigment particles in powder form exist as agglomerates. During the grinding process, the particle size is reduced to achieve the optimum color properties in the paint system. Ideally, this means reducing agglomerates to primary particles, which is a highly specialized, time consuming and expensive process that requires costly technical equipment. In addition, the pigment dispersion has to be stabilized with expensive dispersing agents to prevent flocculation.

THE INNOVATIVE PIGMENT APPROACH
The dispersing additive in the ED pigment is incorporated during manufacture. The additive is adsorbed on the pigment surface and facilitates separation and wetting of pigment particles during the dispersion process. An optimum amount of additive is present on each ED pigment surface to achieve the necessary dispersion properties, thus reducing or even eliminating the need for additional dispersant in the mill base formulation.

COST EFFECTIVE PAINT MANUFACTURING
In general, ED pigments can be dispersed in about 30 minutes with a dissolver and offer obvious advantages over respective regular pigments. Under similar conditions, the regular pigments do not achieve satisfactory color and tinting strength due to insufficient shear forces. Since the ED pigment surface is already coated with the dispersing additive, the shear forces in the dissolver are sufficient to develop good fineness of grind and suitable color properties for industrial and decorative paints.
Easily dispersible pigments for water-based pigment dispersions in decorative paints

EDW PIGMENTS

WHAT EXACTLY IS EDW?
(Easily dispersible water)
EDW pigments are organic pigments used to manufacture aqueous dispersions to tint decorative paints. Their modified surfaces improve their dispersibility in the tinter which allows us to simplify the dispersion process. This results in cost efficient manufacture.

DISPERSIBILITY
The EDW pigments can easily be dispersed with a dissolver using a reduced amount of additives. They can also be dispersed by means of a bead mill in a shorter time. In both cases, EDW pigments offer cost savings thanks to simplified processes.

APPLICATIONS
Recommended fields of application of the EDW range are water-based pigment dispersions used for In-plant / Point-of-Sale tinting of decorative paints like aqueous emulsion paints. EDW pigment based dispersions can also be used for tinting most solvent based alkyd paints.

EXCELLENT COMPATIBILITY
The additives used to modify the surface of EDW pigments are widely compatible with most decorative paints. According to our current knowledge, the EDW additives are compatible with all commonly used dispersing agents without showing any adverse effects.

SUSTAINABILITY
EDW pigments can be used, for example, to produce tinters like Colanyl 500. They are highly suitable for manufacturing ecolabeled low VOC paints according to EU Directive 2004/42/EC (20129) as well as emulsion paints labeled with the German »Blue Angel« (Guideline RAL ZU 102).

Furthermore, by simplifying the dispersing step, EDW pigments improve the eco footprint of paint manufacture. The processing time is shorter, leading to increased production capacity while simultaneously saving on electrical energy and generating less waste water.

ENVIRONMENTAL BENEFITS
- lower energy consumption
- less cleaning effort
- less polluted wastewater
- reduced amount of additive
- ideal for production of low VOC paints
- shorter process time, high color brilliance

COST SAVING POTENTIAL

CASH
Conversion Cost

-30%

CAPACITY
Production Time

-85%

SUSTAINABILITY
CARBON FOOTPRINT
Electricity

-90%
**EDW PIGMENTS**

**WATER-BASED DECORATIVE APPLICATIONS**
- Emulsion paints
- Renderings/plasters
- Alkyd paints

**SOLVENT-BASED DECORATIVE APPLICATIONS**
- Alkyd paints

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**BEAD MILL DISPERSION HOSTAPERM® SCARLET GO**

<table>
<thead>
<tr>
<th>COLOR STRENGTH %</th>
<th>75%</th>
<th>80%</th>
<th>83%</th>
<th>90%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>10 Min</td>
<td>20 Min</td>
<td>30 Min</td>
<td>60 Min</td>
</tr>
<tr>
<td>Color Strength %</td>
<td>90%</td>
<td>95%</td>
<td>98%</td>
<td>100%</td>
</tr>
</tbody>
</table>

**EDW water-based**

**DISSOLVER DISPERSION HOSTAPERM® SCARLET GO-EDW**

Dissolver dispersibility study in water-based system

<table>
<thead>
<tr>
<th>COLOR STRENGTH %</th>
<th>90%</th>
<th>95%</th>
<th>98%</th>
<th>100%</th>
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<tbody>
<tr>
<td>Time</td>
<td>10 Min</td>
<td>20 Min</td>
<td>30 Min</td>
<td>60 Min</td>
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</tbody>
</table>

Optimum tinting strength is achieved in a relatively short time compared to the respective conventional pigments.
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ED PIGMENTS – EFFICIENT PRODUCTS FOR ALL YOUR NEEDS

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65926 Frankfurt am Main
Germany

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MARKETING AND SALES COATINGS
Phone +49 (0) 6196 757 7981

CLARIANT.COM/COATINGS
CLARIANT.COM

EDS
Solvent-based

EDW
Water-based
Hansa Brilliant Yellow 2GX 70-S-EDW VP 5159 is an easily dispersible pigment designed for water based pigment dispersions which are used in decorative paints. The pigment is surface modified with a highly efficient and widely compatible additive. Optimum tinting strength can be achieved in relatively short time using a dissolver and suitable dispersing agents. The simplified dispersion process that does not include a bead mill results in a cost efficient manufacturing of pigment dispersions.

Furthermore dispersions made with Hansa Brilliant Yellow 2GX 70-S-EDW VP 5159 can be used to tint the new generation of low VOC\(^5\) decorative paints.

### Physical Properties

- **Density**: 1.39 g/cm\(^3\)
- **Specific surface**: 21 m\(^2\)/g
- **Average size of primary particles**: 312 nm
- **pH value**: 7.2
- **Conductivity**: 0.04 mS/cm
- **Form of supply**: Powder

### Fastness to Light

<table>
<thead>
<tr>
<th>Emulsion Paint</th>
<th>TT</th>
<th>SD 1/25</th>
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<tr>
<td>TT</td>
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<tr>
<td>SD 1/25</td>
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### Fastness to Weathering

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<tbody>
<tr>
<td>TT</td>
<td>3–4</td>
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</tr>
<tr>
<td>SD 1/25</td>
<td>2–3</td>
<td></td>
</tr>
</tbody>
</table>

### Recommended Fields of Application

- Water based pigment dispersions

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Chemical Group: **Monoazo pigment**

Colour Index: **Pigment Yellow 74**

Colour Index No.: **11741**
1 Emulsion paint ST 1/25
2 Depending on the formulation of the dispersion and the paint the product can be used for in-plant / Point-of-Sales tinting of aqueous emulsion paints and solvent based alkyd paints in architectural coating.
3 As defined in EU directive 2004/42/EC, annex II, phase II. VOC standards and regulations vary by location. Product specific VOC information is available to customers upon request. It is the responsibility of the coatings manufacturer to determine standard compliance and appropriate claim for their products.
Hostaperm Yellow H3G-EDW VP 5131 is an easily dispersible pigment designed for water based pigment dispersions which are used in decorative paints. The pigment is surface modified with a highly efficient and widely compatible additive. Optimum tinting strength can be achieved in relatively short time using a dissolver and suitable dispersing agents. The simplified dispersion process that does not include a bead mill results in a cost efficient manufacturing of pigment dispersions.

Furthermore dispersions made with Hostaperm Yellow H3G-EDW VP 5131 can be used to tint the new generation of low VOC decorative paints.

###Recommended Fields of Application

| Water based pigment dispersions² | + |

###Fastness to Light

<table>
<thead>
<tr>
<th>Emulsion Paint</th>
<th>TT</th>
<th>SD 1/25</th>
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</thead>
<tbody>
<tr>
<td>Fastness to light</td>
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<td>8</td>
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</table>

###Fastness to Weakening

<table>
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<tbody>
<tr>
<td>Fastness to weathering</td>
<td>12 M</td>
<td>5</td>
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<tr>
<td></td>
<td>5</td>
<td>5</td>
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</table>

###Physical Properties

<table>
<thead>
<tr>
<th>Property</th>
<th>Value</th>
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<tbody>
<tr>
<td>Density</td>
<td>1.54 g/cm³</td>
</tr>
<tr>
<td>Specific surface</td>
<td>22 m²/g</td>
</tr>
<tr>
<td>Average size of primary particles</td>
<td>275 nm</td>
</tr>
<tr>
<td>pH value</td>
<td>7.2</td>
</tr>
<tr>
<td>Conductivity</td>
<td>0.09 mS/cm</td>
</tr>
<tr>
<td>Form of supply</td>
<td>Powder</td>
</tr>
</tbody>
</table>
1 Emulsion paint ST ½s
2 Depending on the formulation of the dispersion and the paint the product can be used for in-plant / Point-of-Sales tinting of aqueous emulsion paints and solvent based alkyd paints in architectural coating.
3 As defined in EU directive 2004/42/EC, annex II, phase II. VOC standards and regulations vary by location. Product specific VOC information is available to customers upon request. It is the responsibility of the coatings manufacturer to determine standard compliance and appropriate claim for their products.
Novoperm Orange HL 70-EDW VP 3965 is an easily dispersible pigment designed for water based pigment dispersions which are used in decorative paints. The pigment is surface modified with a highly efficient and widely compatible additive. Optimum tinting strength can be achieved in relatively short time using a dissolver and suitable dispersing agents. The simplified dispersion process that does not include a bead mill results in a cost efficient manufacturing of pigment dispersions.

Furthermore the dispersion made with Novoperm Orange HL 70-EDW VP 3965 can be used to tint the new generation of low VOC\textsuperscript{3} decorative paints.

**FASTNESS TO LIGHT**

<table>
<thead>
<tr>
<th>Emulsion Paint</th>
<th>TT</th>
<th>8</th>
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<tbody>
<tr>
<td>SD 1/25</td>
<td></td>
<td>7-8</td>
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</table>

**FASTNESS TO ALKALIS**

<table>
<thead>
<tr>
<th>Emulsion Paint</th>
<th>4-5 ¹</th>
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</table>

**RECOMMENDED FIELDS OF APPLICATION**

Water based pigment dispersions ² |

**FASTNESS TO WEATHERING**

<table>
<thead>
<tr>
<th>Emulsion Paint</th>
<th>12 M</th>
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<tbody>
<tr>
<td>TT</td>
<td>4-5</td>
</tr>
<tr>
<td>SD 1/25</td>
<td>4</td>
</tr>
</tbody>
</table>

**PHYSICAL PROPERTIES**

- Density: 1.63 g/cm\textsuperscript{3}
- Specific surface: 16.5 m\textsuperscript{2}/g
- Average size of primary particles: 0.35 µm
- pH value: 6.9
- Conductivity: 0.09 mS/cm
- Form of supply: Powder

\textsuperscript{1} Value for standard test
\textsuperscript{2} Water based pigment dispersions
\textsuperscript{3} VOC: Volatile Organic Compounds
1. Emulsion paint ST 1/25

2. Depending on the formulation of the dispersion and the paint the product can be used for in-plant / Point-of-Sales tinting of aqueous emulsion paints and solvent based alkyd paints in architectural coating.

3. As defined in EU directive 2004/42/EC, annex II, phase II. VOC standards and regulations vary by location. Product specific VOC information is available to customers upon request. It is the responsibility of the coatings manufacturer to determine standard compliance and appropriate claim for their products.

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Hostaperm Scarlet GO-EDW VP 3894 is an easily dispersible pigment designed for water based pigment dispersions which are used in decorative paints. The pigment is surface modified with a highly efficient and widely compatible additive. Optimum tinting strength can be achieved in relatively short time using a dissolver and suitable dispersing agents. The simplified dispersion process that does not include a bead mill results in a cost efficient manufacturing of pigment dispersions.

Furthermore dispersions made with Hostaperm Scarlet GO-EDW VP 3894 can be used to tint the new generation of low VOC decorative paints.

**FASTNESS TO LIGHT**

<table>
<thead>
<tr>
<th>Emulsion Paint</th>
<th>TT</th>
<th>SD 1/25</th>
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**FASTNESS TO WEATHERING**

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<tr>
<th>Emulsion Paint</th>
<th>TT</th>
<th>SD 1/25</th>
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<tbody>
<tr>
<td></td>
<td>8</td>
<td>5</td>
</tr>
</tbody>
</table>

**PHYSICAL PROPERTIES**

- Density: 1.90 g/cm³
- Specific surface: 33.3 m²/g
- Average size of primary particles: -
- pH value: 4
- Conductivity: 0.09 mS/cm
- Form of supply: Powder

**RECOMMENDED FIELDS OF APPLICATION**

- Water based pigment dispersions

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Chemical Group: Dibromanthan-throne  
Colour Index: Pigment Red 168  
Colour Index No.: 59300
1. Emulsion paint ST 1/25
2. Depending on the formulation of the dispersion and the paint the product can be used for in-plant / Point-of-Sales tinting of aqueous emulsion paints and solvent based alkyd paints in architectural coating.
3. As defined in EU directive 2004/42/EC, annex II, phase II. VOC standards and regulations vary by location. Product specific VOC information is available to customers upon request. It is the responsibility of the coatings manufacturer to determine standard compliance and appropriate claim for their products.

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Hostaperm Red D3G 70-EDW VP 3931 is an easily dispersible pigment designed for water based pigment dispersions which are used in decorative paints. The pigment is surface modified with a highly efficient and widely compatible additive. Optimum tinting strength can be achieved in relatively short time using a dissolver and suitable dispersing agents. The simplified dispersion process that does not include a bead mill results in a cost efficient manufacturing of pigment dispersions.

Furthermore dispersions made with Hostaperm Red D3G 70-EDW VP 3931 can be used to tint the new generation of low VOC\(^3\) decorative paints.

**FASTNESS TO LIGHT**

<table>
<thead>
<tr>
<th>Emulsion Paint</th>
<th>TT</th>
<th>SD (1/25)</th>
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<tbody>
<tr>
<td>TT</td>
<td>8</td>
<td>8</td>
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</tbody>
</table>

**FASTNESS TO ALKALIS** 4-5 \(^1\)

**RECOMMENDED FIELDS OF APPLICATION**

- Water based pigment dispersions\(^2\) \(^+\)

**FASTNESS TO WEATHERING**

<table>
<thead>
<tr>
<th>Emulsion Paint</th>
<th>TT</th>
<th>SD (1/25)</th>
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<tbody>
<tr>
<td>TT</td>
<td>4-5</td>
<td>4</td>
</tr>
</tbody>
</table>

**PHYSICAL PROPERTIES**

- **Density**: 1.61 g/cm\(^3\)
- **Specific surface**: 21.6 m\(^2\)/g
- **Avarage size of primary particles**: 132 nm
- **ph value**: 6
- **Conductivity**: 0.03 mS/cm
- **Form of supply**: Powder
Depending on the formulation of the dispersion and the paint the product can be used for in-plant / Point-of-Sales tinting of aqueous emulsion paints and solvent based alkyd paints in architectural coating.

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Hostaperm Pink E-EDW VP 3907 is an easily dispersible pigment designed for water based pigment dispersions which are used in decorative paints. The pigment is surface modified with a highly efficient and widely compatible additive. Optimum tinting strength can be achieved in relatively short time using a dissolver and suitable dispersing agents. The simplified dispersion process that does not include a bead mill results in a cost efficient manufacturing of pigment dispersions.

Furthermore dispersions made with Hostaperm Pink E-EDW VP 3907 can be used to tint the new generation of low VOC decorative paints.

**FASTNESS TO LIGHT**

<table>
<thead>
<tr>
<th>Emulsion Paint</th>
<th>TT</th>
<th>7-8</th>
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<tbody>
<tr>
<td>SD 1/25</td>
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<td>7-8</td>
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</table>

**FASTNESS TO ALKALIS** 4-5

**RECOMMENDED FIELDS OF APPLICATION**

- Water based pigment dispersions

**FASTNESS TO WEATHERING**

<table>
<thead>
<tr>
<th>Emulsion Paint</th>
<th>12 M</th>
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<tr>
<td>TT</td>
<td>4d</td>
</tr>
<tr>
<td>SD 1/25</td>
<td>4-5</td>
</tr>
</tbody>
</table>

**PHYSICAL PROPERTIES**

- Density: 1.43 g/cm³
- Specific surface: 54 m²/g
- Average size of primary particles: 53 nm
- pH value: 6.8
- Conductivity: 0.10 mS/cm
- Form of supply: Powder
1. Emulsion paint ST 1/25

2. Depending on the formulation of the dispersion and the paint the product can be used for in-plant / Point-of-Sales tinting of aqueous emulsion paints and solvent based alkyd paints in architectural coating.

3. As defined in EU directive 2004/42/EC, annex II, phase II. VOC standards and regulations vary by location. Product specific VOC information is available to customers upon request. It is the responsibility of the coatings manufacturer to determine standard compliance and appropriate claim for their products.

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Hostaperm Pink E 02-EDW VP 4034 is an easily dispersible pigment designed for water based pigment dispersions which are used in decorative paints. The pigment is surface modified with a highly efficient and widely compatible additive. Optimum tinting strength can be achieved in relatively short time using a dissolver and suitable dispersing agents. The simplified dispersion process that does not include a bead mill results in a cost efficient manufacturing of pigment dispersions.

Furthermore dispersions made with Hostaperm Pink E 02-EDW VP 4034 can be used to tint the new generation of low VOC decorative paints.

**FASTNESS TO LIGHT**

<table>
<thead>
<tr>
<th>Emulsion Paint</th>
<th>TT</th>
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<tbody>
<tr>
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**FASTNESS TO WEATHERING**

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<td>4d</td>
</tr>
<tr>
<td>SD 1/25</td>
<td>4-5</td>
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</tbody>
</table>

**FASTNESS TO ALKALIS**

4-5 ¹

**RECOMMENDED FIELDS OF APPLICATION**

Water based pigment dispersions² ⁴

**PHYSICAL PROPERTIES**

- Density: 1.43 g/cm³
- Specific surface: 63.2 m²/g
- Average size of primary particles: 62 nm
- pH value: 6
- Conductivity: 0.07 mS/cm
- Form of supply: Powder

¹ Recommended field of application
² Suggested for use
⁴ Suitable for use
1. Emulsion paint ST 1/25
2. Depending on the formulation of the dispersion and the paint, the product can be used for in-plant / Point-of-Sales tinting of aqueous emulsion paints and solvent based alkyd paints in architectural coating.
3. As defined in EU directive 2004/42/EC, annex II, phase II. VOC standards and regulations vary by location. Product specific VOC information is available to customers upon request. It is the responsibility of the coatings manufacturer to determine standard compliance and appropriate claim for their products.
Hostaperm Violet RL-EDW VP 3943 is an easily dispersible pigment designed for water based pigment dispersions which are used in decorative paints. The pigment is surface modified with a highly efficient and widely compatible additive. Optimum tinting strength can be achieved in relatively short time using a dissolver and suitable dispersing agents. The simplified dispersion process that does not include a bead mill results in a cost efficient manufacturing of pigment dispersions.

Furthermore dispersions made with Hostaperm Violet RL-EDW VP 3943 can be used to tint the new generation of low VOC decorative paints.

### Fastness to Light

<table>
<thead>
<tr>
<th>Emulsion Paint</th>
<th>TT</th>
<th>7-8</th>
</tr>
</thead>
<tbody>
<tr>
<td>SD 1/2s</td>
<td>7-8</td>
<td></td>
</tr>
</tbody>
</table>

### Fastness to Alkalies

<table>
<thead>
<tr>
<th>Emulsion Paint</th>
<th>5 1</th>
</tr>
</thead>
</table>

### Recommended Fields of Application

- Water based pigment dispersions

### Fastness to Weathering

<table>
<thead>
<tr>
<th>Emulsion Paint</th>
<th>12 M</th>
</tr>
</thead>
<tbody>
<tr>
<td>TT</td>
<td>4</td>
</tr>
<tr>
<td>SD 1/2s</td>
<td>4</td>
</tr>
</tbody>
</table>

### Physical Properties

- Density: 1.44 g/cm³
- Specific surface: 23.3 m²/g
- Average size of primary particles: –
- pH value: –
- Conductivity: 0.09 mS/cm
- Form of supply: Powder
1 Depending on the formulation of the dispersion and the paint the product can be used for in-plant / Point-of-Sales tinting of aqueous emulsion paints and solvent based alkyd paints in architectural coating.

2 As defined in EU directive 2004/42/EC, annex II, phase II. VOC standards and regulations vary by location. Product specific VOC information is available to customers upon request. It is the responsibility of the coatings manufacturer to determine standard compliance and appropriate claim for their products.

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