

E. I. DU PONT DE NEMOURS & COMPANY
(Incorporated)

JF-HFG-1133

Ref #15
PIGMENTS DEPARTMENT

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WILMINGTON FILE

Wilmington, Delaware
August 29, 1968

DISTRICT MANAGERS
OFFICE MANAGERS
SALESMEN

NEW PRODUCT RELEASE

KROLOR® ORANGE Y KO-789-D SL-90787

The newest addition to our Krolor® pigment line, Krolor® Orange Y KO-789-D represented by Sampling Lot SL-90787, is being released for immediate promotion and sales. We suggest it be sampled for possible use in plastic, paint, and ink systems where a yellow shade orange is required having outstanding resistance to high temperatures, chemicals and light. The selling price is \$1.25 per pound, and the standard package is 50 pound bags.

It - intense
KO-789-D is similar to Molybdate Orange YE-637-D in color, but is somewhat weak. Property wise, KO-789-D shows superior heat stability, lightfastness and chemical resistance to YE-637-D. In respect to already released Krolor® Oranges, KO-789-D shows better chemical resistance and superior heat stability. Also, since KO-789-D is based on a yellow shade molybdate orange base, rather than a red shade base, as in the case of KO-786-D, strength and opacity is higher than KO-786-D.

To demonstrate chemical resistance (alkali) of Krolor® Orange Y KO-789-D, as well as other Krolor® colors, we are sending each office a copy of Sales-Aid #170 - KROLOR® PIGMENTS - CHEMICAL RESISTANCE. We are also sending a supply of Progress Reports PR-26-C "Chemical Resistance of Krolor® Pigments" to leave with customers.

While this exhibit is in vinyl asbestos tile, it should be used to demonstrate alkali resistance of our available Krolor® pigments versus conventional chrome yellows and molybdate oranges. In using this exhibit you should point out this test is probably far more demanding than any that will be met for paint, plastics, etc.

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At some later date, you will receive paint and plastic exhibits demonstrating performance of KO-789-D in these systems.

Each District will receive samples of KO-789-D SL-90787 so they can be distributed to customers following initial promotion. Additional samples may be obtained from Newark.

RH
R. H. ZABEL

RHZ:MW

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