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"Dutch Boy"
HOLLAND BLUE



A
PRODUCT DEVELOPMENT
OF
NATIONAL LEAD COMPANY

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"Dutch Boy" HOLLAND BLUE

"DUTCH BOY" HOLLAND BLUE is a new blue colorant for plastics and other related compounds. The outstanding characteristic of this new pigment is the stability of its definite red undertone. HOLLAND BLUE is unique in its ability to maintain this desirable effect through the processing and aging of synthetic resin and rubber compounds. It has excellent resistance to water, dilute acids, dilute alkalis, hydrocarbons, alcohols, and the commonly used plasticizers.

Table of Properties

Composition	Organic Compound of Manganese Dioxide
Form	25% Soluble Paste in Plasticizer
Color	Blue, With a Red Undertone
Specific Gravity	9.4 lbs./gal. (paste)
Tinting Strength	1% (Styrene) phthalocyanine equals 100%

Uses

Vinyl Plastics: HOLLAND BLUE is particularly well adapted for use in vinyl and vinylidene chloride plastic products, such as film and sheeting, extruded tubing, tubing and tubing, floor tile, plastics and organonics, and molded products. In these applications, its pre-dispersed paste form promotes easy incorporation for uniform mass tones.

Resistance to Staining and Bleeding: HOLLAND BLUE is suitable for its excellent resistance to staining and bleeding. Tests have shown that its non-migrating properties in vinyl plastic materials impart unusual permanence.

Heat and Light Stability: The heat stability of HOLLAND BLUE in vinyl chloride plastics is a major advantage of this new pigment. During heat aging, a HOLLAND BLUE vinyl stock maintains its red undertone steadily. This contrasts markedly with the tendency of other blue colorants to suffer greenish discoloration in a similar aging cycle. The good light aging characteristics of HOLLAND BLUE complete a unique and useful set of properties for the vinyl compounds.

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Polyethylene, Polystyrene, Phenolic and Cammaron-Indene Plastics—HOLLAND BLUE should find application in compounding a wide variety of products from these plastic raw materials, where its color fastness and bleed resistance would be of great importance. In addition, the heat stability of HOLLAND BLUE would recommend it highly for those products which are subjected to processing at elevated temperatures. The retention of the vivid blue color of HOLLAND BLUE on exposure to light aging suggests its use in many new applications where other blue pigments have proven unsatisfactory.

Nitrocellulose and Ethyl Cellulose—The outstanding resistance of HOLLAND BLUE to fading, bleeding, migration, and greenish discoloration should be most desirable in both nitrocellulose and ethyl cellulose lacquers and films. HOLLAND BLUE is supplied in paste form, which assures maximum uniform color dispersion throughout the finished product.

Neoprene, CRN, and Buna Y—The vivid color of HOLLAND BLUE will be of special interest to formulators using these synthetic rubber compounds. HOLLAND BLUE is compatible, and yet not reactive, with these rubbery compounds, which should be an outstanding feature when such materials are processed at elevated temperatures.

Emulsions—HOLLAND BLUE can be emulsified, and therefore should find a large potential in the field of synthetic resin and rubber emulsions, where a maximum brilliant blue colorant is desired.

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