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Newark, New Jersey
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P. D. GRAHAM
Pigments
Wilmington

"MONASTRAL" BLUE B AQUEOUS DISPERSION, BW-461-P

Plants Technical has prepared 100 pounds of a new CPC Blue aqueous dispersion, BW-461-P. This product is designed to compete with Hilton-Davis' Super Seatone Phthalo Blue at DeSoto. It is superior to BW-431-P in almost all systems tested.

BW-461-P is 3% to 5% stronger, green and intense versus Hilton-Davis' Super Seatone Phthalo Blue in DeSoto's outdoor acrylic, Flowkote, Lucite and casein on an equal toner content basis. In our W-5 and W-9 testing vehicles, BW-461-P is superior to BW-431-P but inferior to Hilton-Davis'.

BW-461-P is a 20% toner, 30.8% solids paste whereas BW-431-P and Hilton-Davis' Super Seatone Phthalo Blue are 30% toner products. The Hilton-Davis material has about 45% solids due to a higher surfactant/toner ratio.

BW-461-P was obtained by more intensive particle size reduction methods, substitution of a Shriver Thickener for our current acid extraction procedure, and changing the type of surfactant. The more intensive grinding requires a \$6,000 investment. The Shriver thickening will be performed temporarily in our Quin-acridone facilities. Should BW-461-P become a large sales volume product, it would be necessary to install another Shriver Thickener at a cost of \$35,000-\$50,000. The higher investment and the larger amount of surfactant in BW-461-P will adversely affect the operative return.

The plant is currently determining standard costs.

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