

10/14/81

MONASTRAL® QUINACRIDONE SALES GUIDE

MONASTRAL® QUINACRIDONE PIGMENTS (PV-19; PR-202, 206, 207, 42; PO-48, 49)

Commercial quinacridones exist in two crystal forms plus a variety of solid solutions. They are available in a wide hue range which includes: Violet, Magenta, Maroon, Red, Scarlet and Gold. We market a broad product line to meet numerous requirements for many markets:

- β -Crystal - Violet R Quinacridones (PV-19)
- γ -Crystal - Red Y (PV-19) and Red (PV-19) Quinacridones
- Solid Solutions - Trans. Red Y, Trans. Red B
Magenta (PR-202), Scarlet (PR-207)
Maroon (PR-206), Maroon B (PR-42)
and Gold (PO-48, 49) Quinacridones.

Quinacridones are the most durable organic pigments in the red range and are characterized by excellent lightfastness, solvent bleed, chemical and heat resistance. They are well suited for exterior automotive coatings because of their lightfastness, intensity, hue and transparency. Monastral® quinacridones have adequate heat stability for most plastics applications and some codes have been specifically designed for excellent dispersibility in plastics.

E-44619

•β- Crystal Quinacridones

Monastral® Violet R pigments are very blue-shade red, unsubstituted quinacridones that have wide application in formulating dark, blue-shade solid reds and maroons for automotive and industrial paints, plastics and inks when combined with other organic and inorganic red or orange pigments. Violet R quinacridones can also be used with aluminum and other transparent colored pigments to produce attractive automotive metallic finishes.

RT-201-D

The most transparent, intense and humidity resistant Violet R especially suited for automotive paints.

RT-887-D

A transparent, intense violet which is the most durable Violet R for use in automotive and industrial paints and inks.

RT-899-D

The easiest dispersing, resin-treated Violet R for plastic molding resins.

RT-795-D

A sand-mill dispersible, general purpose Violet R for paints and inks.

Aquis® RW-767-P

Anionic aqueous dispersion of RT-795-D for emulsion paints.

RT-791-D

An easy dispersing resin-treated Violet R for plastics used to formulate unique intense plum colored reds for automotive interiors.

•γ- Crystal Quinacridone

Monastral® Red Y pigments are unsubstituted quinacridones that have wide applications in intense, light yellow-shade solid reds for automotive and industrial paints, plastics and inks when combined with orange organic or inorganic pigments. They can also be used to tone blue and gray automotive stylings.

RT-759-D

An intense yellow-shade red with the highest level of quinacridone durability, heat stability and hiding for use in automotive and industrial paints, plastics and inks.

RT-959-D

Slightly bluer, more intense and stronger than RT-759-D. Recommended for use in automotive and industrial paints, plastics and inks where intensity is important.

Monastral® Red B pigments are unsubstituted quinacridones that have major applications in styling solid red and metallic refinish automotive paints in the domestic and export markets. They can also be used to tone blue and gray automotive stylings.

RT-742-D

Blue shade red with adequate transparency and good rheology for metallic refinish paint stylings.

RT-763-P

Presscake of RT-742-D, used in textile printing inks requiring excellent light-fastness.

RT-796-D

Easy dispersing version of RT-742-D. Used in automotive, industrial and trade sales paints.

Aquis® RW-768-P

Anionic aqueous dispersion of RT-742-D for emulsion paints.

RT-790-D

Easy dispersing resin-treated blue-shade red for plastics and inks.

• **Monastral® Quinacridone Solid Solutions**

Solid solution quinacridones were developed to extend the hue range, transparency and intensity of these high quality pigments. The major application for these quinacridones is in styling both OEM and refinish metallic automotive paints. Each pigment was developed to meet the color, rheology and transparency requirements for world-wide automotive stylings. Du Pont is the only manufacturer of solid solution QA's.

Maroon B RT-229-D

A highly intense blue-shade red with good transparency for metallic finishes.

Trans. Red B RT-233-D

A highly intense and transparent blue-shade red with wide application in automotive red metallic stylings. RT-233-D is intended for use primarily in thermoplastic lacquer automotive paints.

Trans. Red B RT-273-D

A highly intense and transparent blue-shade red developed to provide good rheological properties in automotive thermosetting acrylic enamels. RT-273-D is useful in styling a wide range of red metallics.

Trans. Red Y RT-218-D

A transparent yellow-shade red for use in automotive metallic paint stylings that use thermoplastic lacquer vehicles.

Magenta RT-243-D

A highly intense, easier dispersing bluer-shade red than RT-233-D used in styling automotive paints in both thermoplastic lacquer and thermosetting enamel vehicles. RT-243-D has high intensity and transparency properties useful in styling automotive metallics paints. RT-243-D is used with organic or inorganic oranges to style intermediate to dark shade, intense solid reds.

Magenta RT-235-D

Easy dispersing and highly heat stable resin-treated magenta for plastics.

Scarlet RT-787-D

A relatively opaque, yellow-shade red used primarily in trade sales paints.

Aquis® Scarlet RW-252-P

Aqueous glycol dispersion of RT-787-D used in trade sales paints.

Maroon RT-792-D

A very transparent yellow-shade red used mainly to style very red-shade brown, gold and bronze metallics for the OEM and Refinish automotive coatings market.

Maroon RT-209-D

Used mainly in automotive thermo-plastic lacquers to style red-shade gold and orange metallics with good humidity resistance.

Gold YT-823-D

A redder shade gold than YT-815-D. Used mainly in automotive thermosetting acrylic enamels to style gold and brown metallics.

Deep Gold YT-815-D

A red-shade gold used mainly in automotive thermosetting acrylic enamels to style gold and bronze metallics with maximum range of 25% aluminum.

Fast Gold YT-915-D

A green-shade gold with improved lightfastness versus YT-815-D. YT-915-D is used mainly to style intense, light gold metallics.

GRP:dm

9/17/81

MONASTRAL® QUINACRIDONE COUNTEROFFERINGS FOR COMPETITIVES

	<u>DuPont</u>	<u>Sun</u>	<u>Harmon</u>	<u>American Hoechst</u>	<u>Toyo Soda</u>	<u>DIC</u>
<u>β-Crystal</u> <u>Violet R</u> (PV-19)	RT-201-D	228-1139	RV-6902, RV-6909	ER-02	--	--
	RT-887-D	228-1158	RV-6911, 6926	--	--	--
	RT-795-D	228-1158	--	--	--	--
	RT-791-D	228-0542	RV-6945	--	--	--
	RT-899-D	228-1158	RV-6945, RV-6926	--	--	--
	RW-767-P	--	--	--	--	--
Aquis®						
<u>γ-Crystal</u> <u>Red Y</u> (PV-19)	RT-759-D	--	R-6719	--	45IR	Red YE
	RT-959-D	--	--	E3B	500RS 600RS	
<u>γ-Crystal</u> <u>Red B</u> (PV-19)	RT-742-D	--	R-6730	--	45IR	Red BN
	RT-796-D	--	--	E5B	--	
	RT-790-D	--	--	--	--	
	RW-768-P	--	--	--	--	
	RT-763-P	--	--	--	--	
Aquis®						
<u>Solid Solutions*</u> <u>Trans Red B</u>	RT-233-D	228-3620	R-6730	E5B	--	--
	RT-273-D	228-0022	--	--	--	--
Maroon B (PR-42)	RT-229-D	--	--	--	--	--
Trans Red Y	RT-218-D	228-0040	--	--	--	--
Magenta (PR-202)	RT-243-D	228-2410	RV-6843	Pink E	--	--
	RT-235-D	228-0013,	RV-6803, 6823, 6832		--	--
		228-2410			--	--

*Only Du Pont markets solid solutions.

MONASTRAL® QUINACRIDONE COUNTEROFFERINGS FOR COMPETITIVES

	<u>Du Pont</u>	<u>Sun</u>	<u>Harmon</u>	<u>American Hoechst</u>	<u>T</u>
<u>Solid Solutions</u>					
Scarlet (PR-207)	RT-787-D RW-252-P	-- --	-- --	-- --	
Maroon (PR-206)	RT-792-D	--	--	Brown HFR	
Golds (P0-49) (P0-48)	YT-815-D YT-823-D YT-915-D	-- -- --	-- -- --	-- -- --	

GRP:dm
10/7/81

The Monastral® quinacridone counterofferings are listed in a horizontal order of our code each competitive code. Our competition tends to promote their Violet R and Magenta codes for r Our Monastral® quinacridone codes are usually targeted for a specific application as described