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Cross Reference:

Deep Color Flats
Competitive-Carpenter-Morton

Marshall Laboratory
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MEMORANDUM REPORT NO. M-321

COMPETITIVE DEEP COLOR FLATS

"Kotall" Fashion Colors by Carpenter - Morton Company

Kotall Fashion Colors are available in 12 colors at a cost of up to $6.00 per gal. for the darker shades. We have examined two of these colors, - "Coach Green" 3R43766 and "Red Bird" SR43644, and have made the following observatinns:

(1) Application:

Very good according to A. C. Krause when applied at package viscosity. Similar in working properties to the old 375-847 orthodox flat, but "Kotall" shows better leveling. It has somewhat better ease of brushing than our "Americana" colors.

(2) Laps:

"Kotall" maintains a wet edge for more than 10 minutes, and somewhat longer than "Americana" flats. There is some piling up at lap points but no excessive drag on the brush occurs and the laps when dry, are not particularly noticeable.

(3) Holdout:

Applied over the regular hold-out test panels, "Kotall" shows very good hold-out properties while our own "Americana" Deep Flats show relatively poor hold-out. In this respect "Kotall" is definitely superior to the "Americana" flats.

Other claims for "Kotall" made by the Carpenter-Morton Company include:

(a) Permanent, fade-proof, non-bleeding colors.
(b) Good washability
(c) Lime Proof
(d) Self-priming
(e) May be recoated over night.
(f) May be shaded with oil colors
(g) Maintains uniform color over miscellaneous surfaces.
(h) 500 to 600 sq.ft./gal. coverage

CONCLUSIONS:

The "Kotall" colors seem to be superior products; they are as good in overall appearance, application, and mar resistance as the "Americana" Flats. In addition, the "Kotall" colors are definitely superior to the "Americana" flats in hold-out.

FUTURE PROGRAM:

An analysis of "Kotall" "Coach Green" will be requested for the purpose of determining the method by which the good hold-out properties are built into these products.

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