



TECHNICAL INFORMATION

1353 RED LAKE C 53

C. I. PIGMENT RED 53:1 C. I. NO. 15585:1

DESCRIPTION

1353 is a versatile, low cost, bright yellowish red pigment of excellent brightness and tinting strength.

TYPICAL PHYSICAL PROPERTIES

Bulk Density	15.6 lbs/gal
pH (10% Aqueous Slurry)	6.5 - 8.0
Moisture Content %	< 2.00
Water Soluble Salts %	< 1.50
Oil Absorption	35-50 wt/100 wt

BLEED CHARACTERISTICS

Xylene	Soluble
Ethanol	Soluble
Mineral Spirit	Trace
Lacquer Solvents	Sl. Soluble
Water	None

LIGHTFASTNESS

Full Shade:	Poor
Tint:	Poor

CHEMICAL RESISTANCE

Acid:	Good
Alkali:	Poor

HEAT STABILITY (Plastics)

475° F 246° C

HEAT STABILITY (Coatings)

375° F 190° C

SUGGESTED USES

1353 is a standard warm red for printing inks and plastics. Customers report excellent quality for water flexo inks.

LANSCO COLORS

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