



Technical Data Sheet

1354 DPP Red 254

C.I. Pigment Red 254

C.I. No. 56110

DESCRIPTION

The 1354 is a very opaque, bright medium shade red with excellent overall properties. The 1354 is coloristically, chemically and property wise a replacement for Ciba's Red 2030.

Typical Physical Properties

Bulk Density (g/cm ³)	1.59
pH (10% Aqueous Slurry)	6.5 – 9.0
Moisture Content	≤ 2.0%
DOP Absorption (g/100g)	49.9

Bleed Characteristics

Xylene	5
Ethanol	5
Mineral Spirits	5
Methyl Ethyl Ketone	5
Water	5

Lightfastness

	<u>Alkyd Paint</u>	<u>Plastics PVC / HDPE</u>
Full Shade	8	8
Tint	8	8

Chemical Resistance

Acid	5
Alkali	5

Heat Stability - Plastics

(PVC)	360°F – 30 Minutes	390°F – 10 Minutes
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Heat Stability– Coatings

(Baking Alkyd – 30 min)	390°F
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Suggested Uses

This product finds a wide use of applications that include automotive applications, agricultural applications, and industrial finishes. Due to the excellent heat stability, this product makes a suitable colorant for use in various plastic applications such as PVC, HDPE, polystyrene, polyester spin dyeing, polyolefins, rubber and other areas.

08/05

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