



# TECHNICAL INFORMATION

## 1523 NAPHTHOL RED 23

C. I. PIGMENT RED 23

C. I. NO. 12355

### DESCRIPTION

A bright blue shade red with excellent soap, acid and alkali resistance.

### TYPICAL PHYSICAL PROPERTIES

Bulk Density	12.8 lbs/gal
pH (10% Aqueous Slurry)	5.5 - 6.0
Moisture Content %	< 2.0
Sl. Soluble	
Water Soluble Salts %	< 2.0
Soluble	
Oil Absorption	33 wt/100 wt

### BLEED CHARACTERISTICS

Xylene	Soluble
Ethanol	Soluble
Mineral Spirit	
Lacquer Solvents	
Water	Trace

### LIGHTFASTNESS

Full Shade:	Fair
Tint:	Poor

### CHEMICAL RESISTANCE

Acid:	Excellent
Alkali:	Excellent

### HEAT STABILITY (Coatings)

250° F 120° C

### SUGGESTED USES

1523 is used mainly in printing inks for alkali resistance. It is used in water flexo and solvent inks. This pigment is not recommended for plastics.

### LANSCO COLORS

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