

# DCC RED 7354

Yellow Shade Red DPP Pigment



Working Together for Quality®

## SPECIFICATIONS AND PROPERTIES

### DESCRIPTION

DCC7354 is a high performance yellow shade red pigment for use in high-end plastics applications where excellent heat stability, weatherfastness and chemical resistance are required. It offers high saturation and very good opacity. DCC7354 is also used in high-end coatings applications.

<b>Chemical Type/Common Name</b>	Organic/ Diketopyrrolopyrrole Red
<b>Colour Index: Generic Name</b>	Pigment Red 254
<b>Colour Index: Constitution No.</b>	56110
<b>CAS Registry No.</b>	84632-65-5
<b>Chemical Name</b>	Pyrrolo (3,4-C)pyrrole-1,4-Dione, 3,6-Bis(4-Chlorophenyl)-2,5-Dihydro-

### SPECIFICATIONS

<b>Masstone Shade</b>	Max. Delta E* 1.5 of Standard (DCC TM 1235A)
<b>Tint Strength (apparent)</b>	± 5% of Standard (DCC TM 1235A)
Shade & strength determinations are made with the aid of a MacBeth Colour Computer, under the following conditions: CIELAB, 10 degree observer, D65 light source, UV & gloss included.	
<b>Note:</b> Test Methods available from DCC on request.	

### PHYSICAL PROPERTIES

<b>Specific Gravity</b>	1.53 g/cc (DCC TM 3101B)
<b>Oil Absorption</b>	40 (ASTM D-281-84- Fasig Method)
<b>Moisture</b>	1.0% max. (ASTM D-280-81)
<b>% Halogen Content</b>	% Cl = 19.88

### GENERAL PROPERTIES

<b>MEK</b>	Excellent	<b>Linseed oil</b>	Excellent
<b>Wax (Paraffin)</b>	Excellent	<b>Mineral Spirits</b>	Excellent
<b>Water</b>	Excellent	<b>Xylene</b>	Excellent
<b>Dilute Acid</b>	Excellent	<b>Dilute Alkali</b>	Excellent
<b>Weatherfastness Full Strength (Florida)</b>	Excellent	<b>Weatherfastness TiO<sub>2</sub> Tint (1:10) (Florida)</b>	Excellent

### PLASTICS SPECIFIC DATA

<b>Heat Stability:</b>	Heat Stable to 320°C (608°F) in H.D.P.E., 5-minute dwell time
<b>Warp Resistance:</b>	3 (1 = Minimal Warpage, 2 = Some Warpage, 3 = Not Recommended)

### RECOMMENDED APPLICATIONS FOR PLASTICS

<b>Fibres – polypropylene</b>	•	<b>Injection molding</b>	•
<b>Film</b>	•	<b>PVC Wire and Cable</b>	•
<b>Blow molding</b>	•	<b>Engineering Resins</b>	○
● Frequently used      ■ Limited Use      ○ Not Normally Used			

### COMPLIANCE FOR PLASTICS

<b>USA: FDA</b>	<b>USA: ASTM-Toys</b>	<b>EU APME: AP(89)1</b>	<b>European Toy Norm: 71-3-1994</b>	<b>EU RoHS</b>	<b>Germany: BfR</b>	<b>CONEG</b>	<b>French Positive List</b>
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### COATINGS SPECIFIC DATA

<b>Heat Resistance:</b>	120°C/30 minutes – Excellent	200°C/10 minutes – Excellent
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The information provided is based on extensive use and laboratory testing and is believed to be a reliable indication of the results that may be expected. The data is offered only as a guide to performance, without guarantee or warranty of any kind. Since many variables have a strong influence on pigment performance the user is encouraged to evaluate each product in his own laboratory.

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### RECOMMENDED APPLICATIONS FOR COATINGS

Architectural Water & Universal	•	Coil Coatings	•
Architectural Solvent	•	Automotive Coatings	•
Industrial Fast Air Drying	•	Powder Coatings	•
Industrial Oven Cured	•		
• Frequently used		■ Limited Use	○ Not Normally Used

### WORLDWIDE INVENTORIES REGISTRATION STATUS

Australia (AICS)	Registered	Canada (DSL)	Registered	China (IECSC)	Registered
Europe (ELINCS)	Registered	Japan (ENCS)	Registered	Philippines (PICCS)	Registered
USA (TSCA)	Registered	New Zealand (NZIoC)	Registered	South Korea (KECI)	Registered

### TECHNICAL SERVICE LAB APPROVAL

### QUALITY CONTROL LAB APPROVAL

<b>DATE OF ISSUE</b>	20 <sup>th</sup> October 2011	<b>PAGE 1 OF 1</b>	Ver. # 4.0
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