



PIGMENT RED 254

The best coatings and plastics are made with the best pigments

DCC 7254

- Medium Shade Red DPP
- Outstanding Resistance Properties for Exterior Applications



Dominion Colour Corporation
Working Together For Quality

ISO 9001
ISO 14001

www.dominioncolour.com (416) 791-4200



Pigment Red 254 - DCC 7254

Product Overview

Chemical Class - Diketo-pyrrolo-pyrrole, CAS #084632-65-5

DCC7254 is a medium red shade DPP which offers excellent masstone weatherfastness, heat stability, acid, alkali and solvent resistance.

DCC7254 is recommended for all high-end coatings and high-end plastics applications, particularly for exterior uses.

This product is supported by

DCC's global distribution network
 DCC's technical service and support
 DCC's commitment to quality products

Plastics Specific Data

Limited Use, 3 = Not normally used. * Weatherometer data

APPLICATIONS	
Fibre (polyolefins)	1
Film (polyolefins)	1
Blow Molding (polyolefins)	1
Injection Molding (polyolefins)	1
Wire & Cable (PVC)	1

PRODUCT CHARACTERISTICS	
Shade	Med. Shade Red
Weatherfastness	E VG
Heat Stability: 1% pigmentation in HDPE (min@°C)	5@320
Resistance Properties	E E VG E-VG
<ul style="list-style-type: none"> • Acid Resistance • Alkali Resistance • Soap • Organic Solvents 	

COMPLIANCE	
Indirect Food Contact	
US:FDA	Yes
Europe: AP (89)1	Yes
French Positive List	Yes
Toy Compliance	
ASTM	Yes
EN 71-3-1994	Yes

Performance Characteristics: Colour & Performance in Plastics

Product	Plastics System				
	LDPE			PVC	
	Masstone (1% Pigment)	1:20 TiO ₂ Tint	Film Dispersion	Masstone (1% Pigment)	1:20 TiO ₂ Tint
Competitive Grade	Control	Control	Control	Control	Control
DCC 7254	Very slightly yellow ΔE* 1.01	Similar hue 9% strong	Sl. Superior	Very slightly yellow ΔE* 0.47	Similar hue 13% strong

The information in this brochure is based on extensive testing and application experience and is believed to be a reliable indication of the results that may be expected. However, the data does not constitute a specification for the products, and is offered only as a guide to performance without guarantee or warranty of any kind. Because of the difficulties of modern colour reproduction, the shades may vary slightly from the final colour application. Since many variables have a strong influence on pigment performance, the users are encouraged to test each product in their own laboratory prior to use.



Dominion Colour Corporation
 Working Together For Quality

ISO 9001
ISO 14001

www.dominioncolour.com (416) 791-4200

Distributed by _____

Coatings Specific Data

APPLICATIONS	
Automotive OEM	1
Automotive Finish & Fleet	1
Agricultural & Construction Equipment	1
Oil Gas & Marine	1
Building Products	1
Architectural Latex	1

PRODUCT CHARACTERISTICS	
Shade	Med. Shade Red
Lightfastness	E VG
Heat Stability 10% pigmentation in Acrylic Melamine (min@°C)	10@200
Resistance Properties	E E VG E-VG
<ul style="list-style-type: none"> • Acid Resistance • Alkali Resistance • Soap • Organic Solvents 	



Performance Characteristics: Colour and Performance in Coatings

Product	Coatings System			
	Melamine		2K Polyurethane	
	Masstone 5% Pigment	1:10 TiO ₂ Tint	Masstone 5% Pigment	1:10 TiO ₂ Tint
Competitive Grade	Control	Control	Control	Control
DCC7254	Comparable gloss & sl. blue ΔE^* 0.53	Comparable hue 5% strong ΔE^* 1.10	Sl. yellow shade, comparable gloss ΔE^* 0.47	Comparable hue 5% strong ΔE^* 1.26



Dominion Colour Corporation
Working Together For Quality

ISO 9001
ISO 14001

www.dominioncolour.com (416) 791-4200

Distributed by

