



*See The Difference We Make*

The Broadest Selection of Pigments Worldwide

## **May 2020 Newsletter: See the Difference We Make**

Check out this month's issue to learn about the following:

- 7751 Yellow Benzimidazolone PY.151: Designed for Superior Weatherfastness and Higher Chroma
- Our New Regionalized Pigment Brochures are Available Online!
- Need a Color Match? Look no further.
- COVID-19 Update



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## DCC Yellow 7751: Designed for Superior Weatherfastness and Chroma

**DCL** Pigments for Coatings  
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**7751**  
Benzimidazolone Yellow 151  
Pigment Yellow 151

High performance, green-shade yellow pigment.

PY151 grade with improved weatherfastness and higher tint strength.

Good gloss retention

Enhanced outdoor durability versus traditional PY151's

**Applications**

- Architectural Water & Universal
- Architectural Solvent
- Industrial Fast Air Drying
- Industrial Oven Cured
- Coil Coatings
- Automotive Coatings
- Powder Coatings

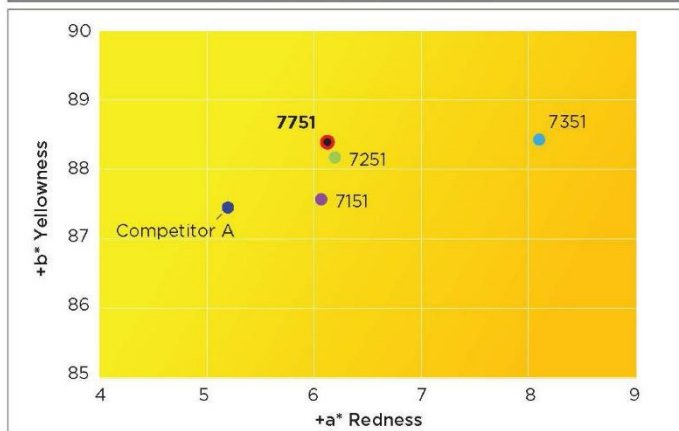
RECOMMENDATIONS: ● Frequently Used ○ Limited Use □ Not Normally Used

ISO 9001 pigments.com  
ISO 14001 sales@pigments.com

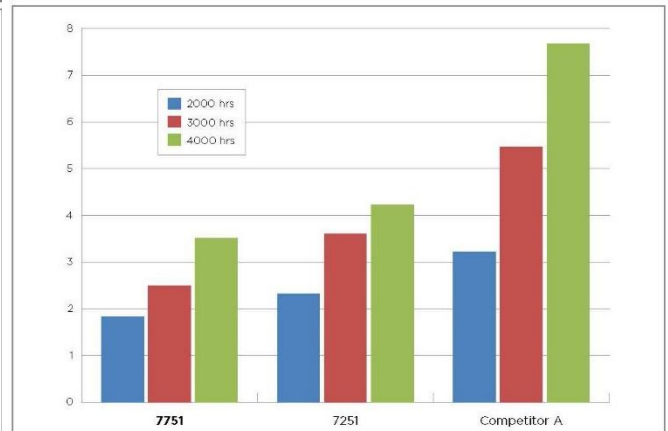
### PY.151 Comparisons

- 7751 has superior weatherfastness and higher chroma compared with traditional PY.151's
- In tint, conventional grades of PY.151 begin to fade with around  $\Delta E^* = 3$  units after 2,000 hours of exposure.
- 7751 is the only product with  $\Delta E^* = 3$  units after the full 4000 hours of exposure

MASSTONE COLOR CHART SHOWING PIGMENT YELLOW 151 GRADES



TINT COLOR CHANGE ON WEATHERING EXPOSURE FOR PY.151 GRADES



*Request a Sample!*



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## Our New Regionalized Pigment Brochures are Available Online!

In case you missed it, our new brochures are available for download on our new website!  
Visit [www.pigments.com](http://www.pigments.com) to browse our products, or click on the links below to find your regionalized pigment brochures!



*Click here to browse!*



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## Need a Color Match? Look no further...

Our global technical service department has the software to provide a color match to a variety of RAL shades, brands, and lead chrome alternatives. We can also create custom color matches using paint panels or plastic chips. Our software is designed to produce a formulation based on the appropriate pigment chemistries and requirements (ie. shade, color strength, durability, etc.).

If you are interested in matching a color, please contact your local sales representative or email [colormatch@pigments.com](mailto:colormatch@pigments.com).



## COVID-19 Update

As a global supplier of color pigments and dispersions, we continue to actively monitor the COVID-19 pandemic. All our manufacturing plants remain operational. As national and local restrictions begin to ease across the globe, we are creating a phase-by-phase plan to safely reopen offices as local laws permit and in accordance with CDC guidelines. As a precaution, we have ordered branded masks for each employee for when we re-open!



We are committed to ensuring the safety of our employees while working towards mitigating any possible impact to the supply chain. We are dedicated to supporting you and your business in the best way possible throughout this challenging situation. Please feel free to contact us if you have any specific questions. Thank you for your continued business with DCL Corporation.



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## Your Sales Representatives

Please contact your regional sales representative for more information on the products advertised here and any others in our product range.

### North America:

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### About DCL Corporation

DCL Corporation is a manufacturer and supplier of pigments for our customers in the coatings, plastics, printing ink and paper industries worldwide. Our extensive range of pigments is backed by technical expertise, our commitment to service excellence, continuous improvement, environmental, health, safety and social responsibility. Please visit [www.pigments.com](http://www.pigments.com) for more information on our product range.