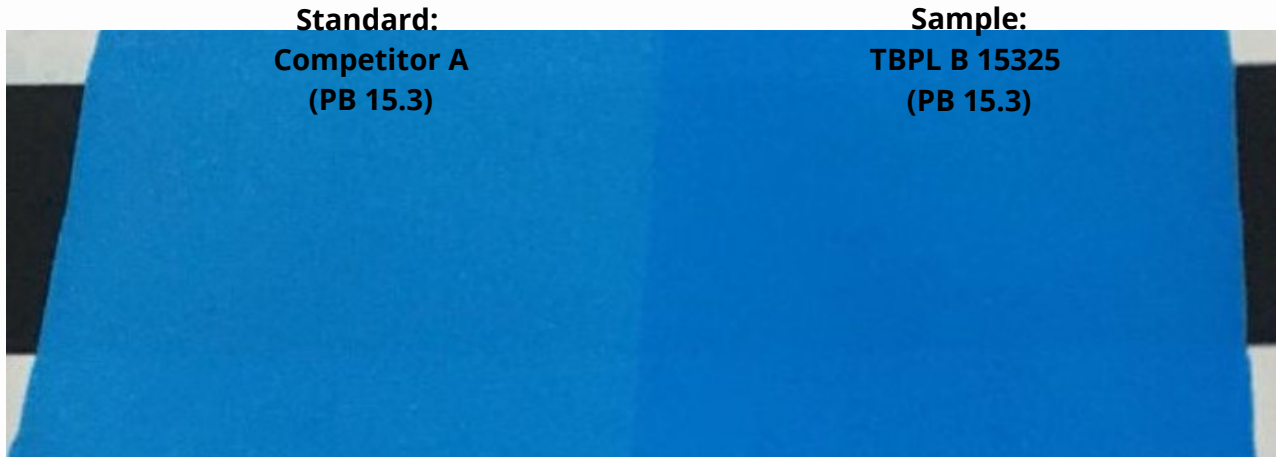


PIGMENT BLUE 15.3 FOR WATER BASE APPLICATION

Standard : Competitor A (PB 15.3)
Sample : TBPL B -15325 (PB 15.3)
Application : Water Base Ink

*Product A is an established standard of a large INK multi-national company.



		MASS				TINT			
STD	Sample	da	db	de	Strength%	da	db	de	Strength%
Competitor A (PB 15.3)	B 15325 SP	1.8/1.66	-2.6/-2.6	3.2/3.1	105/106	-0.3/0.0	-2.1/-1.1	2.4/1.1	114/116
	B 15325 SP90	1.66/1.5	-2.4/-2.4	2.9/2.9	105/106	-0.37/-0.19	-1.67/-1.1	1.75/1.2	107/108
	B 15325 SP80	0.1/0.1	-2.6/-2.6	2.7/2.8	100/103	-0.15/-0.25	-.64/-0.92	.96/1.0	96.6/99

*B 15325 SP90 - @ pigment loading of 90% , B 15325 SP80 - @ pigment loading of 80%

Viscosity in Secs		
Standard Competitor A (PB 15.3)		
22.85 secs		
Sample B 15325 SP	Sample B 15325 SP90	Sample B 15325 SP80
25	22.83	21.9
*VISCOCITY MEASURED IN ZAHN CUP 3		

		Observation in MASS		
STD	Sample	Transparency	Gloss	Shade
Competitor A (PB 15.3)	B 15325 SP	Equivalent	Superior	Bluer
	B 15325 SP90	Equivalent	Superior	Bluer
	B 15325 SP80	Equivalent	Superior	Bluer

Remarks:

1. Product can be used with lower pigment loading due to its high tinting strength
2. Superior gloss and equivalent transparency
3. Flow is better and equivalent at 80-90% pigment loading

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