DPP orange pigment improves brightness

Ciba is launching a high-performance orange diketo-pyrrolo-pyrrole (DPP) pigment, "Ciba Irgazin DPP Cosmoray" orange, which extends the attainable colour range and enhances appearance and shade brightness. It allows the creation of new shades and styles, opening up new scope for design not only in the orange range but also in the red, where, in combination with other pigments, it can be used to create a yellow shift. This versatile, pure orange pigment can serve as a basis for a broad range of shades varying from bright golden orange to deep sparkling red. It incorporates all the benefits of DPP chemistry, including good durability and high saturation. Its high transparency makes it ideal for combination with special-effect or other pigments, and its pronounced colour strength makes it suitable as a shading component too. It can be used for water-based as well as solvent-based systems and has no effect on rheology or migration resistance.

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