



HOT SPICES

Hot red as the burning desert. Once the scorching sun sets over the dry desert sand and the evening is coming, magical scents from the nearby bazaar and the incomparable light of a summer evening enchants the city. Flavors of oriental spices like saffron, chili and peppers will sweep you away on an exotic culinary journey out of 1001 Nights and inspired us for our formulation of the month July. Spice up your life with our hot new Meoxal® Victoria Red!



49.4% Meoxal® F120-51 CWT
Victoria Red

1.2% Emperor® 2000

49.4% Sunfast® Magenta 229-6442

PWC in dry film = 24.3%

TECHNICAL DATA

Base Coat

1-component water-borne basecoat
Applied layer thickness: 20 – 24 µm

Clear Coat

2K high gloss clear coat
Applied layer thickness 45 – 55 µm

Pigmentation

The PWC (Pigment Weight Concentration) in the dry film is indicated for each styling

$$\text{PWC} = p / (p + b)$$

p = total weight pigments (solid)

b = weight binder (solid)

In the dry state: Pigment / binder ratio = $(\Sigma \text{Pigment}) / (\text{Total solid content (wet form)} - (\Sigma \text{Pigment}))$

Feasibility for on-line application

The stylings in our color inspirations are intended to demonstrate future effect color directions and possibilities. Although we have tried to make the formulations as realistic as possible, we cannot guarantee their full feasibility for on-line application. A certain degree of modification and fine tuning will probably be necessary.

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Sunfast® is a trademark of Sun Chemical Corporation,
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