

## High Coloring Coverage

EzFloMix Kerox Universal Pigments deliver the same high coloring coverage as our historic Pigments, which have colored the Fiberglass and Composites Industry for about 50 years. The EzFloMix low viscosity formulation permits superior pigment loading, uniform homogenous dispersion and enhanced gloss.



**EzFloMix™**

**High Coverage**

**Enhanced Gloss**

Illustration - Our historic formulation of 312 PO Red Pigment casting (left) and EzFloMix Kerox Universal Pigment 312 PO Red casting (middle), exhibit identical color at the same pigment usage of 10% on the resin weight (usage level recommended). Even at 5% usage on the resin weight (right), the EzFloMix Kerox Universal Pigments perform very well.



# KEROX

## Kerox Universal Pigments™

| Polyester | Epoxy | Poly-Urethane |

**Single Colorant System**

**EzFloMix™**



Full Range - Online Color Chart  
<http://www.kerox.org/webkx/Colorchart/colordefault.asp>  
Compliance Range - Online Color Chart  
<http://www.kerox.org/webkx/Compliance/compliancecolordefault.asp>  
(Designed for EU Reach, RoHS and US OSHA, EPA, FFDCA, TSCA)  
Certified ISO 9001 : 2000 Company

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# Kerox Universal Pigments™

Polyester Resins, Epoxy Resins and Poly-Urethane Resins are best colored using Kerox Universal Pigments. The technology breakthrough for this single colorant system has been the engineering of a new polymer resin, through the incorporation of surface active molecules into the polymer chain. This product offers incredible advantages over the old and legacy thick paste pigment systems. Kerox Universal Pigments is a modern product for coloring the Fiberglass Reinforced Plastics and Composites Industry.

## EzFloMix™

Kerox Universal Pigments have low viscosity. This makes the product flowable straight out of the jar. This convenience enables the end user to add the pigment to their resin systems easily and accurately. A further benefit is the quick and fast mixing of the pigment into the polyester/epoxy/polyurethane resins. The surface active molecules in the color dispersions polymeric chains makes this possible. These advantages decrease manufacturing time and increase the overall productivity.

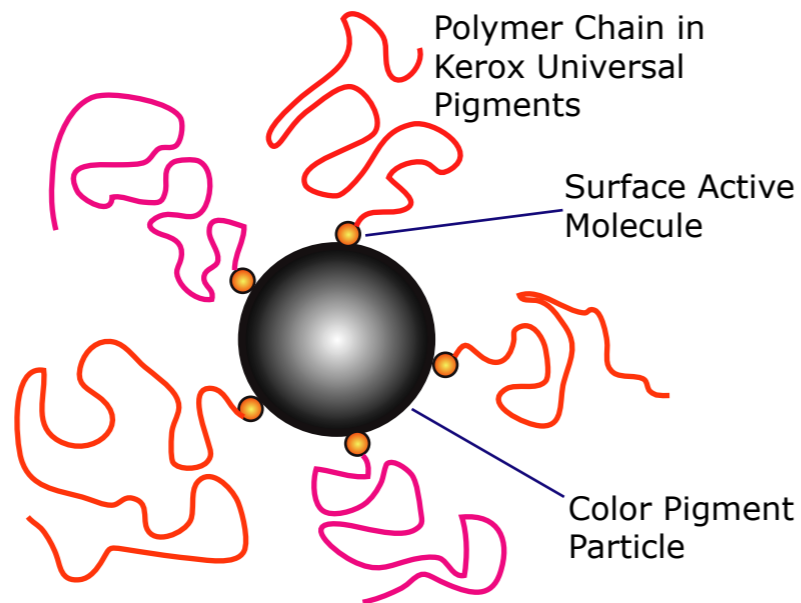


**Low Viscosity**

**Easy Flow**

**Easy Mixing**

Carbon Blacks, Phthalo Blues, Phthalo Greens, Organic Reds, Yellows and Violets are notoriously difficult to disperse, because of their small particle size and large surface area. This results in thick pastes for legacy pigment dispersions. The EzFloMix technology from Kerox solves this problem. You don't have to deal with thick and difficult to handle pastes anymore, just pour and mix our flowable colorants.

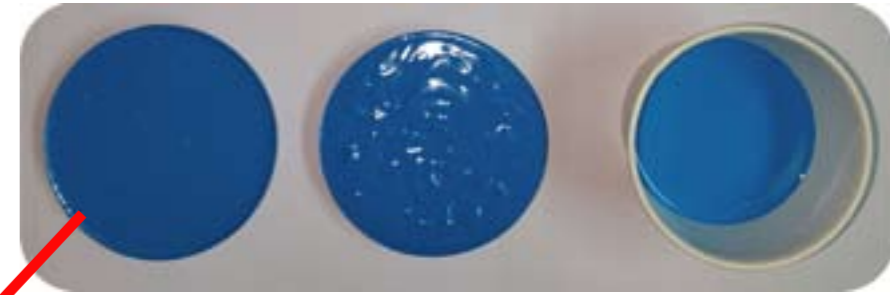


Surface active molecules in the polymer chain in Kerox Universal Pigments attach to the color pigment particles by London-van der Waal attractive forces. Stabilization between pigment particles takes place by Steric Effects between the polymer chains.

# Dispersion Color Stability

The colors in Kerox Universal Pigments don't separate out during usage. The color hues don't change whether you use unfilled or filled resin systems.

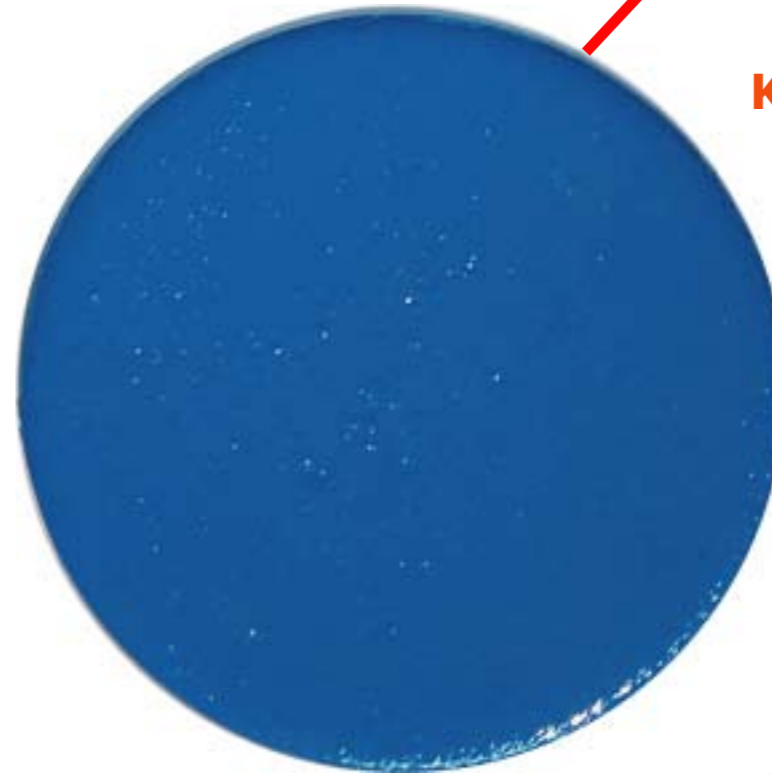
Illustration - Kerox Universal Pigments made with a blend of titanium dioxide white and a phthalo blue. Cup casting in polyester resin (left), gelcoat (middle) and pigment (right).



**Kerox Universal Pigments™**

**No Color Separation**

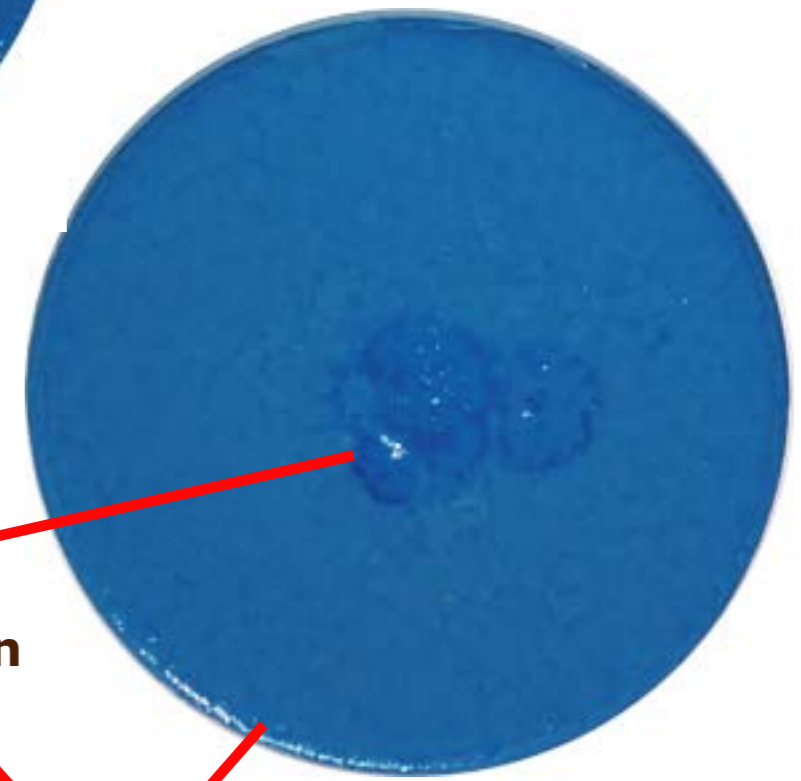
**Color Uniformity**



**Legacy Pigments**

**Flooding & Floating**

**Color Hue Variation**



Same formulation of pigment blend, as above, but without the surface active molecules in the polymeric chain. Pigment (left), gelcoat casting (middle) and resin casting (right).