

## Kerox Polyester Pigments - A Value Comparison Sheet

Sl.	Description	Kerox Pigments	Others in the Market
1	ISO 9001:2000	We are ISO 9001:2000 certified by UKAS (UK) and ANSI-RAB (USA).	Others are not ISO certified.
2	Cost	Using Kerox Pigments will save you 45% to 65% per m <sup>2</sup> of coloring over Others.	Others will be more expensive.
3	FRP Composite Strength	Low usage levels of Kerox Pigments give stronger composites. Further, resin vehicle used is unsaturated, and cross links during curing, giving a strong composite.	Requires high usage levels and hence gives weaker composites. Others also use poor quality resin vehicles, which make the composites weak.
4	Loading of dry color in the Pigment (Kg of dry color/Kg of pigment product)	Higher than others.	Lower than Kerox by 20% to 50%.
5	Hiding Power (degree of opaqueness)	Higher than others.	Lower than Kerox by 30%.
6	Coverage (m <sup>2</sup> /Kg of Pigment)	Higher than others.	Lower than Kerox by 40% to 60%.
7	Resin vehicle used	Manufacture our own proprietary pigment grade resins, which has undergone innovation for over 35 years.	No one else knows or has Kerox know-how and formulae. Others use poor quality resins as the vehicle and buy them in the open resin market, from individuals who do not know about pigment resin technology.
8	Formulation	Our formulation has evolved over 35 years through the pioneering work and R&D of the late MD and founder Mr. K.V.Ramanath. It continues to undergo innovation under the leadership of the current MD, Dr. Prakash R. Kota (Ph.D. and MS - USA).	Others do not have our formulation and the technical expertise to innovate and improve.
9	Infrastructure	We have a 2 acre facility with over 20,000 square feet of production area.	Others have poor building facilities and hence cannot scale up.
10	Process Technology	We use modern chemical process technology with 100% mechanization of unit operations and unit processes.	Others use primitive techniques, including hand mixing!
11	Spectrophotometers	We use US made spectrophotometers and measure the color consistency.	Others do not have it and hence the control on color quality is very poor.
12	Quality Control Laboratory	Modern laboratory with instruments such as Brookfield Viscometer, Autotitrators, Gloss Meters, etc.	Others do not have it.
13	Customer Acceptance	Kerox Pigments have been used and accepted since 1968 in all types of composite industries - Hand Lay-up, Pultrusions, SMC, DMC, RTM, Prepreg, etc.	Limited acceptance and used by individuals who are not quality conscious.
14	Global Player	Kerox Pigments are sold routinely in the USA, Middle East, South Asia, China (Hong Kong), India.	Others are small local players.