



# Shepherd Color RTZ Orange Pigments, the Reddest Shades on the Market

*Highly durable, bright colors for demanding applications*

Our Rutile Tin Zinc (RTZ) pigments (10P340, 10C341 and 30C342) provide a true chromatic orange color and are the reddest shade available in the market. The high red value makes an excellent complement to organic and Bismuth Vanadate pigments to match a wide range of colors.

Our RTZ pigments are ideal for:

- Coil Coatings
- Silicate Coatings
- Automotive Coatings
- Powder Coatings
- High-Heat Coatings
- Engineering Plastics
- High-Solar Reflectivity Systems
- High-Durability Applications
- Signage Applications
- Corporate Colors

## ABOUT THE SHEPHERD COLOR COMPANY

Founded in 1981, The Shepherd Color Company produces a wide range of high-performance Complex Inorganic Color Pigments (CICPs) used in a variety of industries. These pigments are an extraordinary class of inorganic pigments that offer stable, long-lasting color for many applications. They have unbeatable weatherability, heat and chemical resistance, are non-warping and easy to disperse. *More Expertise. Better Performance. Best Value. That's Shepherd Color.*



### MORE COLORS

- Breakthrough colors in our expanding color envelope
- No more compromising on colors
- Colors that meet your demands



### MORE DURABLE

- No more inconsistencies
- Engineered to battle the elements
- Differential weathering is a thing of the past



### MORE RELIABLE

- Use less pigment
- Reduce waste
- Higher in performance