



From Ochre to NTP Yellow - a Rich History

Follow the Yellow Brick Road to Shepherd's Vast Yellow Color Line

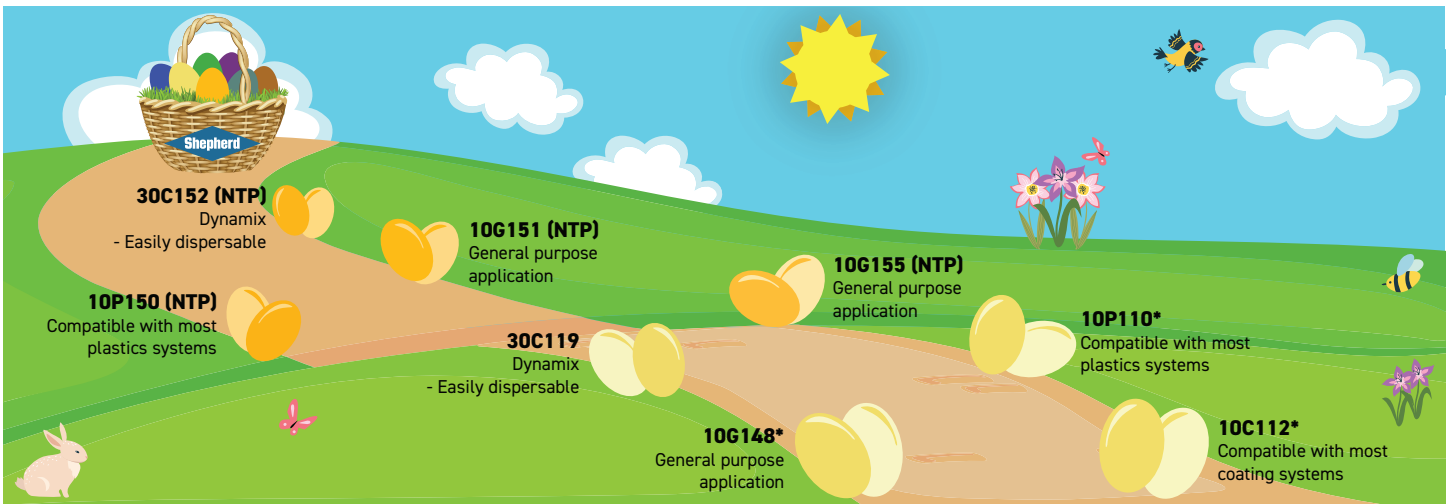
Many associate the color yellow with happiness, harmony, and humor. These can also represent the environment around you, a sunset, daffodils, tulips, canaries, lemons, autumn leaves, just to name a few. Maybe for you, it signifies branding of your favorite restaurant or store, like the golden arches of McDonald's, or IKEA, Shell, or Subway.

Yellow ochre pigment, was one of the first colors used in art, from a painting of a yellow horse, over 17,000 years ago in the Lascaux cave in France, to representing gold and skin color in Egyptian tombs. In China, bright yellow was the color of the Middle Kingdom, and could be worn only by the emperor and his household¹.

Shepherd Color produces a wide range of yellow pigments, highlighting a few below with their chromatic masstones and bright, clean pastel shades. Our most recent is our unique, patented Yellow 10G155, in our Niobium Tin Pyrochlore (NTP) Yellow family, which is masstone optimized, and has an excellent balance of color and economics. Many of our yellow pigments have high temperature stability, are resistant to acids, bases, and solvents, and have excellent weathering, opacity, and reflectivity.

Our Yellow pigments are ideal for:

- Building and Construction
- Architectural Applications
- High-Durability Applications
- Automotive Coatings
- High-Heat Coatings
- Engineering Plastics



*REACH compliant product available

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.*

References: 1. Yellow. (March 9, 2020). In *Wikipedia*. Retrieved from <https://en.wikipedia.org/wiki/Yellow>