



Who says you can't have dark color pigments with high TSR values?

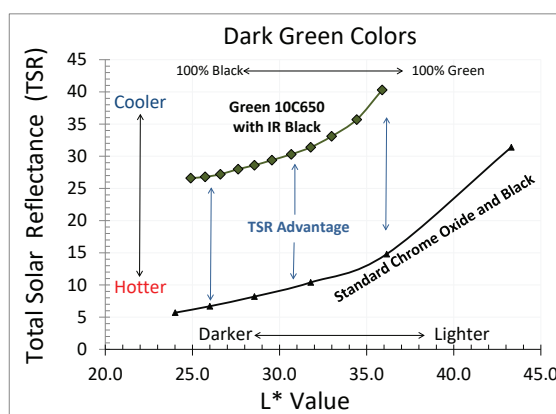
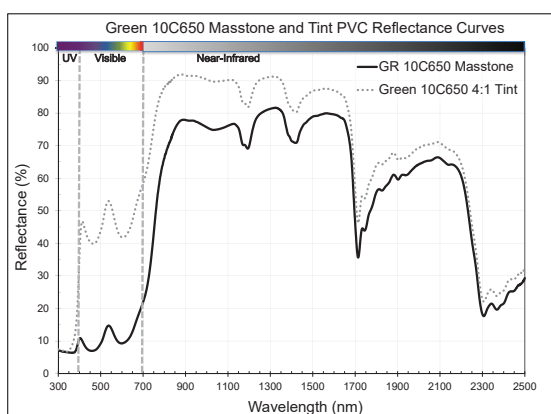
Shepherd Color's Green 10C650 masstone meets this criteria and more

The Shepherd Color Company developed a product called Green 10C650 that excels in allowing color matchers to make dark green colors that have high total solar reflectance (TSR) and excellent weathering properties. Green 10C650 is part of our Arctic® Infrared Reflective Pigments, which absorb the visible infrared wavelengths, yet reflects the invisible infrared wavelengths, that contribute to solar induced heat build up (HBU).

Arctic Green 10C650 has a dark green masstone color with excellent infrared (IR) reflectance and is compatible with a wide-range of resins and polymers for use in plastics and coatings. Green 10C650 is excellent for use in coatings to make dark green colors for applications like 'cool roofs' with high TSR in coil coatings. It also provides excellent color

matching with low HBU for a wide range of PVC profile colors. Green 10C650 is also a high-heat stable green for powder and industrial coatings.

The secret to Green 10C650 usefulness is that it is similar to other CI Pigment Green 17 chromium oxides, but it is specially modified to be darker in the masstone while retaining reflectance in the IR. To make a dark green color with a standard PG17 would require a larger proportion of black pigment to green pigment to drive the color darker. This leads to a lower TSR. Green 10C650 starts out darker than standard PG17 and at the same time has a higher TSR of 40%. This means that dark green colors have much higher TSRs when formulated with Green 10C650 versus standard pigments.



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.*