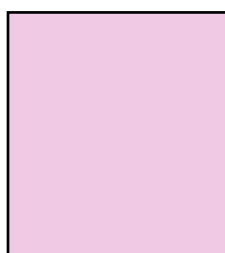


PureOptions™ V Magenta

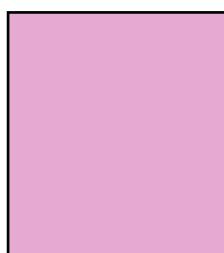
PureOptions eco-colorants - BASF's expanded colorant line for paint suppliers seeking to produce environmentally responsible products in their point-of-sale (POS) tinting operations.

Chemical Nature

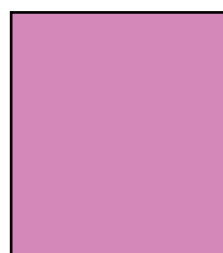
Organic Pigment Dispersion



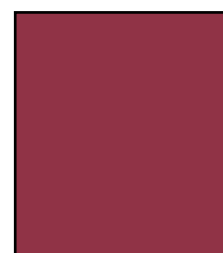
1 oz.



4 oz.



8 oz.



12 oz.

Properties

Typical Properties

Pigment, Vol.	17 %
Pigment, Wt.	34 %
Solids, Vol.	40 %
Solids, Wt.	53 %
Specific Gravity	1.3
Viscosity (KU)	75 ± 5
Density	10.8 lbs/gal
VOC (per ASTM D 6886)	< 50 g/l

*The above values should not be taken as specification.

Application

Features

PureOptions represent an advanced approach to colorant technology created with < 50g/l VOC content, per the stringent ASTM D 6886 test method. Designed for optimal paint performance, PureOptions colorants enable paints to retain critical properties such as gloss, color reproducibility, and block resistance without adding VOC content.

PureOptions is packaged in a patent-pending plastic container allowing for efficient transfer of the product into POS dispensers. Simply open the screw-top lid and pour the color into the dispenser. In only one minute, 97% of the contents will be drained from the container. Simply close the container with the same re-sealable lid to avoid contamination, waste or spillage.

PureOptions eco-colorants help our customers to realize sustainable, VOC- and APEO-free paint formulations that do not compromise on performance, enabling them to compete for new lines of business.

As the world's leading chemical company, BASF can help you deliver eco-responsible paint solutions that meet or exceed performance requirements. We are putting together the right resources to make your products better and help you to be more successful.

Safety

General

The usual safety precautions when handling chemicals must be observed. These include the measures described in Federal, State and Local health and safety regulations, thorough ventilation of the workplace, good skin care and wearing of protective goggles.

Safety Data Sheet

All safety information is provided in the Safety Data Sheet for PureOptions V Magenta.

Storage

Please refer to the "Handling and Storage of Polymer Dispersions" brochure.

Important

The descriptions, designs, and data contained herein are presented for your guidance only. Because there are many factors under your control which may affect processing or application/use it is necessary for you to make appropriate tests to determine whether the product is suitable for your particular purpose prior to use. **NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, ARE MADE REGARDING PRODUCTS DESCRIBED OR DESIGNS, OR INFORMATION SET FORTH, OR THAT THE PRODUCTS, DESIGNS, OR DATA MAY BE USED WITHOUT INFRINGING THE INTELLECTUAL PROPERTY RIGHTS OF OTHERS. IN NO CASE SHALL THE DESCRIPTIONS, DATA OR DESIGNS PROVIDED BE PRESUMED TO BE A PART OF OUR TERMS AND CONDITIONS OF SALE.** Further, you expressly understand and agree that the descriptions, designs, and data furnished by BASF hereunder are given gratis and BASF assumes no obligation or liability for same or results obtained from use thereof, all such being given to you and accepted by you at your risk.

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