

Low VOC Water-Only Colorant

BENEFITS

Used successfully in many acrylic emulsion, modified acrylic emulsion, PVA, waterborne 2K Polyurethane, waterborne 2K epoxy, and water reducible alkyd systems

Wide range of pigment choices to meet your coating systems requirements for durability, chemical resistance, and color space

USES AND MARKETS

- Interior and Exterior Latex Paints
- Caulks & Sealants
- Grout
- Cementitious Coatings
- Adhesives
- Inks
- Spandrel Glass Coatings

CHEMISTRY

Water-Only Colorant

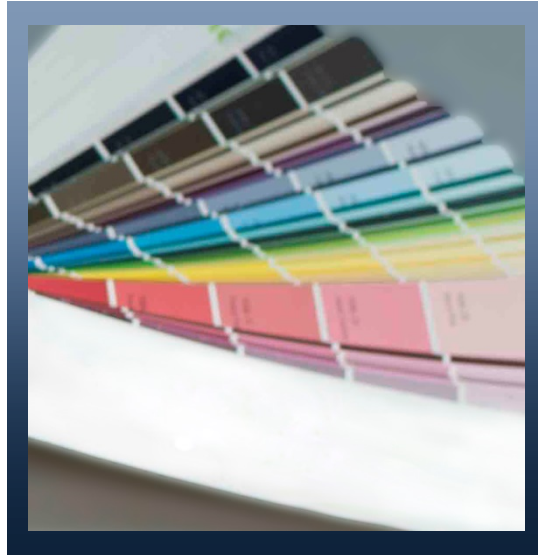
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NovoColor® HP

Low VOC Colorant with Expanded Color Space and Broad Compatibility



NovoColor® HP is the next generation of waterborne pigment dispersions manufactured by Color Corporation of America. NovoColor® HP is specifically engineered for use in architectural and waterborne industrial coatings systems and will help meet the newest, more stringent VOC restrictions.

| | |
|---------------|-------------------------|
| Uses | POS colorant |
| Market | Architectural, In-Plant |
| Type | Water-Only Colorant |
| Dosing | Volumetric |

Key Features

- ✓ APE and formaldehyde free
- ✓ Non-Resinous
- ✓ Ethylene and propylene glycol free
- ✓ Minimal impact on critical paint and coatings properties
- ✓ Outstanding compatibility in a wide range of waterborne coating systems
- ✓ Low VOC

Specifications

| | |
|---------------|-------------------|
| Tint Strength | 99% - 101% |
| Color | DE < 1.0 by FMCII |

Packaging



Pail



Gallon



Quart