

The functional color company®

# ARADIS-W60 SERIES

## Physical & Chemical properties

- Spec. Gravity: 1.15
- pH: 7,5 - 9,5
- \* Pigment concentration: 49,5 - 51,5%
- \* Solid content: 53 - 55%
- \* Average particle size: 7 - 15 µm
- Hegman grind > 4

Formaldehyde-free

*For Coloring*  
**TEXTILE PRINTING INKS**  
**GRAVURE & FLEXO INKS**  
**PAPER & TARGET COATING**  
**PU FOAMS**  
**WATERBORNE PAINTS & COATINGS**

## Regulatory & Ecotox

- All non-polymeric components are registered in EINECS and TSCA (incl. polymers in TSCA).
- Formaldehyde-free
- All non-polymeric components are registered respectively preregistered in REACH.
- EN71 part 3 conformity (purity requirement). Still tests have to be carried on final application.
- Heavy metals free (with exception of the natural values in the ppm range).

## Technology & Applications

ARALON® ARADIS-W60 are waterborne dispersions of the formaldehyde-free ARACO-60 fluorescent pigments, made at ARALON in Heiligenroth / Germany and offer an excellent balance between color strength and brightness / fluorescence.

ARALON® ARADIS-W60 dispersions have been developed for easy and non-dusting handling at the customer side.

The pigment particles are integrated in a suitable aqueous fluid formulation ensuring optimized pigment wetting and dispersion.

It is recommended to stir the dispersions before use to ensure homogeneous color development.

## Compatible binders & emulsions

ARADIS-W60 dispersions are used typically in combination with the following binders:

- Acrylic emulsions, also plasticized types
- SBR lattices
- Polyvinylacetates and polyvinylalcohols

## Light Fastness & Heat Stability

### Light Fastness

ARADIS-W60 series can partially resist the multiple factors, generally known to influence light fastness. Depending on the formulation, shade and application thickness, values up to 4 on the BWS can be achieved.

### Heat Stability

After drying, the ARADIS-W60 series can withstand temperatures of 160 °C for up to 5 minutes without affecting the perceived shades.

## Storage & Shelf life

ARADIS-W60 dispersions offer good storage stability, still it is recommended to use the dispersions within the shelf life period of 6 months.

Storage temperature is best between 10 and 30 °C. Storage above 35 °C shall be combined with viscosity increase. The dispersions should be protected from freezing. In spite of the integrated small anti-freezing stabilization, which is meant to avoid freezing during short transportation periods.

It is recommended to homogenize the ARADIS-W60 dispersions before use for optimal color development and color consistency.

### Packaging

1 coated\* metal can =  
20 kg

\* coating is colorless inside the can

Any given technical information is given on a purely informative basis. ARALON cannot give any warranty for a particular use.

## Available colors

ARADIS-W600	LEMON	
ARADIS-W601	GREEN	
ARADIS-W602	ORANGE-YELLOW	
ARADIS-W603	ORANGE	
ARADIS-W604	ORANGE-RED	
ARADIS-W615	STRONG RED	
ARADIS-W606	PINK	
ARADIS-W607	MAGENTA	
<p>The above shades are only indicative; computer screens and conventional printers cannot reproduce true fluorescent shades.</p>		



The functional color company®

## About ARALON:

Today, ARALON – The NEW supplier of daylight fluorescent and functional pigments. Development, manufacturing and marketing of pigments for the paints & coatings (ARACO products), plastics (ARAPLAST), aerosols (ARASOL), and printing inks (ARAPRINT) industries only commenced in 2013 at its greenfield construction in 56412 Heiligenroth, Germany, half-way between Cologne and Frankfurt. ARALON's strengths are apparent in three key areas:

- State-of-the-art encapsulation technology coupled with modern and efficient manufacturing assets and lean operations capable of delivering best-in-class fluorescent pigments at competitive cost.
- Unique fluorescent ARAPLAST-melting pigments permitting coloration of thin olefin based films in single and multilayer packaging.
- Next generation ARAGEN-chemistry enabling unprecedented light stability of formaldehyde-free fluorescent pigments without compromising other performance attributes.

*ARALON wants to surprise with best-in-class products, innovations that matter and prices hard to ignore – TRY US!*

## ARALON, What is behind the name and the logo?

ARALON was created as a name for our company based on the ARA, which is kind of colorful parrot. The wonderful and bright colors of the parrot's feathers are the result of light refraction through nano-sized holes in the natural polymer structure of the parrot feathers. Depending on the hole size and the number of feather layers results in an unlimited number of bright and colorful shades of light, seen by our eyes as being the color of the feathers themselves.

This has, for our company, a relevance of many kinds. Initially the brightness and purity of the parrot's colors is similar, but often less when compared to the brightness and purity of our fluorescent colors. Further, the colors of the feathers were created in completely natural way, which is for our R&D development, an orientation for the future horizons of the company.

**ARALON GmbH**  
**Auf der Birke 9**  
**56412 Heiligenroth,**  
**Germany**

Telephone:

+ 49 2602 99 770-0

Fax:

+ 49 2602 99 77069

E-mail:

info@araloncolor.com

Website:

[www.araloncolor.com](http://www.araloncolor.com)

