



The functional color company®

# ARALON® AR52

## ARALON® AR52

### in short:

- \* ARALON® AR52 has excellent purity and color brightness properties.
- \* Specific high purity for Inkjet applications.
- \* Specific high purity for marking applications
- \* High solubility in water (12% at 25 °C).
- \* No known hazards in the mentioned applications.
- \* Moderate light fastness. 2-3 on the BWL in cotton, silk and wool.
- \* Strong red fluorescence under UV light in waterborne solutions
- \* Strong red fluorescence and pink reflection under day light in waterborne solutions.

## Packaging

**Package = Minimal order**

1 box = 20 kg

**WATERBORNE and INKJET INKS  
COTTON, WOOL and SILK  
STATIONARY & PAPER  
MARKING**

## Identification

Chemical Type	XANTHENE
Color Index N°	45100
Color Index name	ACID RED 52
Shade	Bright PINK
Appearance	DARK RED POWDER
Molecular formula	C <sub>27</sub> H <sub>30</sub> N <sub>2</sub> O <sub>7</sub> S <sub>2</sub> Na
Molecular weight	581,1
Fluorescence max (0,001% in water)	576 nm

## Registration

EINICS	222-529-8
CAS	3520-42-1
Regulatory Listing	TSCA, Australia, Canada, China, Korea, Japan and Philip-
REACH	PREREGISTERED

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



**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@aroncolor.com  
Website:  
[www.araloncolor.com](http://www.araloncolor.com)

