



INNOVATING FOR YOU. WITH YOU.



# S I M P S O N S

**PAINTS &  
COATINGS**



## VISION

At ROHA Simpsons, we believe in attaining global leadership in our product portfolio inspired by the values of our founder. Our thrust is based on a vibrant business strategy for the coming decade. One that is rooted in inspiration, trust and innovation.



## VALUES

We shall always maintain high ethics and integrity in the way we work. We will continue to grow closer to our customers, infusing a personal touch and creating a climate of care. We always partner with our clients to deliver specific need-based solutions through our global network of dedicated application laboratories.



## POLICIES

Through advanced research and development, we continuously strive to offer breakthrough technology. We stay ahead by offering superior quality ingredients, manufactured in state-of-the-art facilities. We not only create truly good value for our customers, but also enrich the lives of our employees who we respect as family. As we expand our presence worldwide, we shall continue to give back to society the fruits of our success.



# PARTNERING FOR YOUR SUCCESS

Simpsons is a provider of high-quality dyes and pigments to the industrial sector. Our comprehensive portfolio of colors is primarily applicable to Plastic, Paints, Coating, Ink, Agriculture, Rubber, and Household Goods industries.

We align our expertise with our clients' requirements as we service bulk, semi-bulk, and bespoke orders. We help our customers achieve success by delivering the most suitable, time-efficient and cost-effective color solutions.



We strongly believe that long-term success centers on partnership, where reliability, collaboration, and trust form the core of the relationship. Our expert regulatory compliance team extends support to our clients in the form of information covering all our products and complex legislative compliances.

Our guiding principles are combined in our dual mission: of building Simpsons as a customer-centric brand and maintaining quality and consistency across our dyes and pigments offering.



# SIMPSONS PRODUCT RANGE

We produce a wide range of pigments suitable for automotive, industrial and decorative paints including solvent based, water based, amine epoxy curing and powder coating. Our comprehensive product range covers various markets including:

## ARCHITECTURAL PAINTS

Selected pigments that retain the critical mechanical and fastness properties of paint resins that are used in the building and construction industries, as well as improving the aesthetics of each exterior.



## INDUSTRIAL PAINTS

Selected pigments that are capable of withstanding the high demands of industrial machines, such as high temperature use, extreme weathering and corrosion.



## DECORATIVE PAINTS

Pigments that are designed to bring vibrancy and durability to any interior surfaces of homes, offices and industrial/retail area.



## POWDER COATINGS

Pigments that are used for their remarkable toughness compared to normal paint such as coatings for aluminium extrusions, bicycles parts and lamp posts etc.



## AUTOMOTIVE PAINTS

Color pigments for all types of automotive vehicles that have high light fastness properties to allow long lasting finishes.



## ARTS AND CRAFTS

Hazard free pigments and dyes that can be used in artist colors for decorative art as well as children's art and craft products which meet EN71.3 Category II and EN71.7 purity criteria.



# PARTNERS IN QUALITY AND COMPLIANCE

## QUALITY ASSURANCE

Our laboratory is fully equipped with state of the art quality control instrumentation operated by a team of qualified chemists/technologists with extensive experience in the color industry. We maintain high quality standards through investment in continuous improvement to quality control processes and product specifications. Each batch produced is strictly controlled for all parameters in our laboratory analysis. Technical services include application support to meet the demands of each industry.

## LABORATORY FACILITIES

- X-rite coloreye & software
- Perkin Elmer UV-visible spectrophotometer
- Copley tap density machine
- Brookfield viscometer/viscosity flow cups
- Laser diffraction (particle size analysis)
- pH meter
- Gloss meter
- Opacity meter
- Red Devil shaker
- RK control coater
- X-rite light box
- Dispermat basket mill
- Conductivity meter
- Ohaus moisture balance

## REGULATORY COMPLIANCE

In order to ensure compliance commitments are met according to the latest legislation, the company is continuously investing in comprehensive in-house testing facilities. For our products we provide multilingual global MSDS, product specification and technical data sheet which details the regulatory compliances available and other information such as below:

- Application suitability
- Physical/chemical properties
- European REACH
- Toys safety regulation (EN71.3 Category III)
- RoHS directive
- CONEG USA - Heavy metals compliance
- Packaging waste EU Directive 94/62/EC & amendments - Heavy metals compliance
- Fastness & chemical resistance properties
- Classification, Labelling and Packaging (CLP)
- Food contact AP89.1 compliance
- Azo dyes (24 banned amines)
- Substance of very high concern (SVHC)
- EU Ecolabel
- Chemical inventories status



# LOCAL EXPERTISE, GLOBAL DELIVERY

We understand that efficient and accurate processing of sales orders is key to our success in developing customer relations and building new partnerships. We always aim to meet and exceed our customers' expectations.

## MANUFACTURE AND STORAGE

ROHA Simpsons have warehouse and distribution facilities across our worldwide network of offices.

## TRACKING AND BATCH TRACEABILITY

We track all consignments through our freight forwarders and couriers, from manufacturing site to their final destination. Deliveries are recorded by batch on our SAP system to keep accuracy and traceability.

## PACKING AND PACKAGING

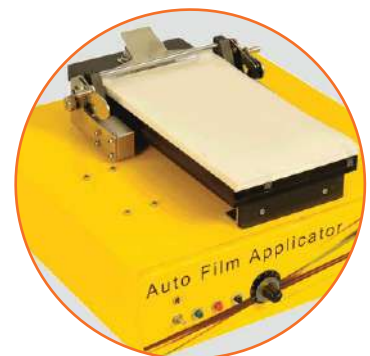
Products are packed, labelled and shipped in strict accordance with the appropriate regulations ensuring safe transport and delivery of goods. Material Safety Data Sheets accompany all consignments.

Packing type: Plastic bottle, paper bag, cardboard box and metal and plastic drum.

Packing weight: 0-5kg, 10kg, 25kg, 100kg or according to requirement.

## VALUE ADDITION SERVICES





























- Bespoke packing and packaging
- Dispersion and pastes
- Re-packing in small packs and sachets
- Color blending (powder and liquid)



# LIQUID COATING

## SIMPERM (ORGANIC PIGMENTS)

SIMPERM is the trade name for our range of organic pigments for water and solvent based paint application. Synthetic organic pigments are carbon based molecules, usually manufactured under intense heat or pressure from petroleum intermediate compounds, naphthalene, acids and other chemicals. These pigments are insoluble in water and most organic solvents, but are easily dispersible in water, solvents and other mediums. Our products are classified into two categories; Azo and High Performance Pigments including Phthalocyanine pigments to suit different performance requirements in the final application.

Hue	Product Name	C.I. Name	C.I. Number	Hue	Product Name	C.I. Name	C.I. Number
	SIMPERM YELLOW A (PY1)	Pigment Yellow 1	11680		SIMPERM RED ABB (PR122)	Pigment Red 122	73915
	SIMPERM YELLOW C (PY3)	Pigment Yellow 3	11710		SIMPERM RED ADF (PR146)	Pigment Red 146	12485
	SIMPERM YELLOW AC (PY13)	Pigment Yellow 13	21100		SIMPERM RED AFF (PR166)	Pigment Red 166	20730
	SIMPERM YELLOW GD (PY74)	Pigment Yellow 74	11741		SIMPERM RED AGO (PR170) F3RK	Pigment Red 170	12475
	SIMPERM YELLOW HC (PY83)	Pigment Yellow 83	21108		SIMPERM RED AGO (PR170) F5RK	Pigment Red 170	12475
	SIMPERM YELLOW ACH (PY138)	Pigment Yellow 138	56300		SIMPERM RED AGF (PR176)	Pigment Red 176	12515
	SIMPERM YELLOW AEA (PY151)	Pigment Yellow 151	13980		SIMPERM RED BED (PR254)	Pigment Red 254	56110
	SIMPERM YELLOW AED (PY154)	Pigment Yellow 154	11781		SIMPERM VIOLET AI (PV19)	Pigment Violet 19	73900
	SIMPERM YELLOW AEE (PY155)	Pigment Yellow 155	200310		SIMPERM VIOLET BC (PV23)	Pigment Violet 23	51319
	SIMPERM ORANGE E (PO5)	Pigment Orange 5	12075		SIMPERM BLUE AE.O (PB15.0)	Pigment Blue 15:0	74160
	SIM PERM ORANGE AC (PO13)	Pigment Orange 13	21110		SIMPERM BLUE AE.A (PB15.1)	Pigment Blue 15:1	74160
	SIMPERM ORANGE CD (PO34)	Pigment Orange 34	21115		SIMPERM BLUE AE.C (PB15.3)	Pigment Blue 15:3	74160
	SIMPERM ORANGE CF (PO36)	Pigment Orange 36	11780		SIMPERM BLUE AE.D (PB15.4)	Pigment Blue 15:4	74160
	SIMPERM RED AAB (PR112)	Pigment Red 112	12370		SIMPERM GREEN G (PG7)	Pigment Green 7	74260





# SIMSPERSE S

## (SURFACTANT DISPERSION RANGE)















SIMSPERSE S is a range of surfactant based pigment dispersions that offer excellent compatibility in aqueous application areas. This range is completely free of NPE/APE's as well as being VOC free. This range also benefits from being free of MIT.

Hue	Product Name	C.I. Name	C.I. Number	Hue	Product Name	C.I. Name	C.I. Number
	SIMSPERSE YELLOW S-A (PY1)	Pigment Yellow 1	11680		SIMSPERSE RED S-AOA (PR101)	Pigment Red 101	-
	SIMSPERSE YELLOW S-C (PY3)	Pigment Yellow 3	11710		SIMSPERSE RED S-AAB (PR112)	Pigment Red 112	12370
	SIMSPERSE YELLOW S-AB (PY12)	Pigment Yellow 12	-		SIMSPERSE RED S-ABB (PR122)	Pigment Red 122	-
	SIMSPERSE YELLOW S-AC (PY13)	Pigment Yellow 13	21100		SIMSPERSE RED S-ADF (PR146)	Pigment Red 146	-
	SIMSPERSE YELLOW S-DB (PY42)	Pigment Yellow 42	-		SIMSPERSE RED S-AGO (PR170)	Pigment Red 170	-
	SIMSPERSE YELLOW S-GD (PY74)	Pigment Yellow 74	-		SIMSPERSE RED S-BED (PR254)	Pigment Red 254	-
	SIMSPERSE YELLOW S-HC (PY83)	Pigment Yellow 83	-		SIMSPERSE VIOLET S-BC (PV23)	Pigment Violet 23	51319
	SIMSPERSE YELLOW S-IG (PY97)	Pigment Yellow 97	-		SIMSPERSE BLUE S-AE.O (PB15.0)	Pigment Blue 15:0	74160
	SIMSPERSE ORANGE S-E (PO5)	Pigment Orange 5	-		SIMSPERSE BLUE S-AE.C (PB15.3)	Pigment Blue 15:3	74160
	SIMSPERSE ORANGE S-AC (PY13)	Pigment Orange 13	-		SIMSPERSE GREEN S-G (PG7)	Pigment Green 7	74260
	SIMSPERSE ORANGE S-CD (PO34)	Pigment Orange 34	21115		SIMSPERSE GREEN S-AG (PG17)	Pigment Green 17	-
	SIMSPERSE ORANGE S-GC (PO73)	Pigment Orange 73	-		SIMSPERSE GREEN S-CF (PG36)	Pigment Green 36	-
	SIMSPERSE RED S-B (PR2)	Pigment Red 2	-		SIMSPERSE WHITE S-F (PW6)	Pigment White 6	77891
	SIMSPERSE RED S-E (PR5)	Pigment Red 5	-		SIMSPERSE BLACK S-G (PBK7)	Pigment Black 7	77266


















# POWDER COATING

SIMPERM is the trade name for our range of organic pigments used for powder coatings. These are free flowing, dry powders that are applied to a surface electrostatically before being cured with heat. The pigments do not rely on solvents in order to form a binding film for coating and so are free from volatile organic compounds allowing for a thicker coating. Both thermoset and thermoplastic polymers are suitable for use with these pigments that give results that are tougher than just paint.

Hue	Product Name	C.I. Name	C.I. Number	Hue	Product Name	C.I. Name	C.I. Number
	SIMPERM YELLOW AC (PY13)	Pigment Yellow 13	21100		SIMPERM ORANGE FD (PO64)	Pigment Orange 64	12760
	SIMPERM YELLOW FB (PY62)	Pigment Yellow 62	13940		SIMPERM RED DH.B (PR48.2)	Pigment Red 48:2	15865:2
	SIMPERM YELLOW HC (PY83)	Pigment Yellow 83	21108		SIMPERM RED ABB (PR122)	Pigment Red 122	73915
	SIMPERM YELLOW ACI (PY139)	Pigment Yellow 139	56298		SIMPERM RED AGO (PR170) F3RK	Pigment Red 170	12475
	SIMPERM YELLOW AEA (PY151)	Pigment Yellow 151	13980		SIMPERM RED AGO (PR170) F5RK	Pigment Red 170	12475
	SIMPERM YELLOW AEE (PY155)	Pigment Yellow 155	200310		SIMPERM RED BED (PR254)	Pigment Red 254	56110
	SIMPERM YELLOW AHC (PY183)	Pigment Yellow 183	18792		SIMPERM VIOLET AI (PV19)	Pigment Violet 19	73900
	SIMPERM YELLOW AIA (PY191)	Pigment Yellow 191	18795		SIMPERM VIOLET BC (PV23)	Pigment Violet 23	51319
	SIMPERM ORANGE AC (PO13)	Pigment Orange 13	21110		SIMPERM BLUE AE.A (PB15.1)	Pigment Blue 15:1	74160
	SIMPERM ORANGE CD (PO34)	Pigment Orange 34	21115		SIMPERM BLUE AE.C (PB15.3)	Pigment Blue 15:3	74160
	SIMPERM ORANGE CF (PO36)	Pigment Orange 36	11780		SIMPERM GREEN G (PG7)	Pigment Green 7	74260

# SOLVENT DYES

SIMPSOL is the trade name for our range of solvent dyes. These are non-polar dyes with excellent solubility and miscibility in a wide range of organic solvents as well as synthetic and natural resins. Popular solvent dyes fall in several main chemical classes; Azo dyes which are yellow to red in color, Metal Complex Dyes, Phthalocyanine dyes and Anthraquinones which are green to blue. They are extensively used in wood stains, coatings, aluminium metal foil and plastic spraying and a range of house decorations.

Hue	Product Name	C.I. Name	C.I. Number	Hue	Product Name	C.I. Name	C.I. Number
	SIMPSOL YELLOW BA (SY21)	Solvent Yellow 21	18690		SIMPSOL RED ABD (SR124)	Solvent Red 124	-
	SIMPSOL YELLOW GI (SY79)	Solvent Yellow 79	-		SIMPSOL RED ABG (SR127)	Solvent Red 127	-
	SIMPSOL YELLOW HB (SY82)	Solvent Yellow 82	-		SIMPSOL BLUE CE (SB35)	Solvent Blue 35	61554
	SIMPSOL YELLOW ADF (SY146)	Solvent Yellow 146	-		SIMPSOL BLUE DE (SB45)	Solvent Blue 45	-
	SIMPSOL ORANGE FB (SO62)	Solvent Orange 62	12714		SIMPSOL BLUE FG (SB67)	Solvent Blue 67	-
	SIMPSOL RED H (SR8)	Solvent Red 8	12715		SIMPSOL BLUE GO (SB70)	Solvent Blue 70	-
	SIMPSOL RED DI (SR49)	Solvent Red 49	45170:1		SIMPSOL BLACK BG (SBK27)	Solvent Black 27	50415:1
	SIMPSOL RED ABB (SR122)	Solvent Red 122	12716				

# PEARLESCENT PIGMENTS

SIMPEARL is the trade name for our range of pearlescent effect pigments. These pigments consist of a Mica base along with various metal oxides to produce shades of silver, gold, bronze and copper amongst others. Varying the particle size of the Mica base allows for effects ranging from a fine satin with high hiding power (small particle size) to glitter with high transparency (large particle size).

Product Name	Pearlescent Effect	Particle Size	Product Name	Pearlescent Effect	Particle Size
SIMPEARL SI 100 SILVER	Silver Pearl	10 - 60 µm	SIMPEARL SI 249 GLITTER GOLD	Glitter Gold	10 - 100 µm
SIMPEARL SI 103 STERLING SILVER	Sterling Silver	10 - 60 µm	SIMPEARL SI 300 GOLD	Gold Pearl	10 - 60 µm
SIMPEARL SI 119 LUSTRE FINE SATIN	Lustre Fine Satin	4 - 20 µm	SIMPEARL SI 302 LEMON GOLD SATIN	Lemon Gold Satin	5 - 25 µm
SIMPEARL SI 120 LUSTER SATIN	Lustre Satin	5 - 25 µm	SIMPEARL SI 303 ROYAL GOLD	Royal Gold	10 - 60 µm
SIMPEARL SI 123 GLARY SATIN	Glary Satin	5 - 30 µm	SIMPEARL SI 305 RED GOLD	Red Gold	10 - 60 µm
SIMPEARL SI 153 GLITTER PEARL	Glitter Pearl	20 - 120 µm	SIMPEARL SI 320 SUNNY GOLD	Sunny Gold	10 - 60 µm
SIMPEARL SI 183 TWINKLING PEARL	Twinkling Pearl	40 - 300 µm	SIMPEARL SI 163 SHIMMER PEARL	Shimmer Pearl	40 - 200 µm
SIMPEARL SI 201 GOLD SATIN	Gold Satin	5 - 25 µm	SIMPEARL SI 351 SHIMMER GOLD	Shimmer Gold	10 - 100 µm
SIMPEARL SI 205 GOLD	Gold Pearl	10 - 60 µm	SIMPEARL SI 353 SHIMMER RED GOLD	Shimmer Red Gold	20 - 100 µm
SIMPEARL SI 215 RED PEARL	Red Pearl	10 - 60 µm	SIMPEARL SI 500 BRONZE	Bronze	10 - 60 µm
SIMPEARL SI 219 RED PURPLE	Purple Pearl	10 - 60 µm	SIMPEARL SI 502 RED BROWN	Red-Brown	10 - 60 µm
SIMPEARL SI 225 BLUE PEARL	Blue Pearl	10 - 60 µm	SIMPEARL SI 504 WINE GOLD	Wine Gold	10 - 60 µm
SIMPEARL SI 235 GREEN	Green Pearl	10 - 60 µm	SIMPEARL SI 520 BRONZE SATIN	Bronze Satin	5 - 25 µm



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