



ROHA®

INNOVATING FOR YOU. WITH YOU.



SIMPSONS®

DYES & PIGMENT SPECIALISTS



PLASTIC



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.



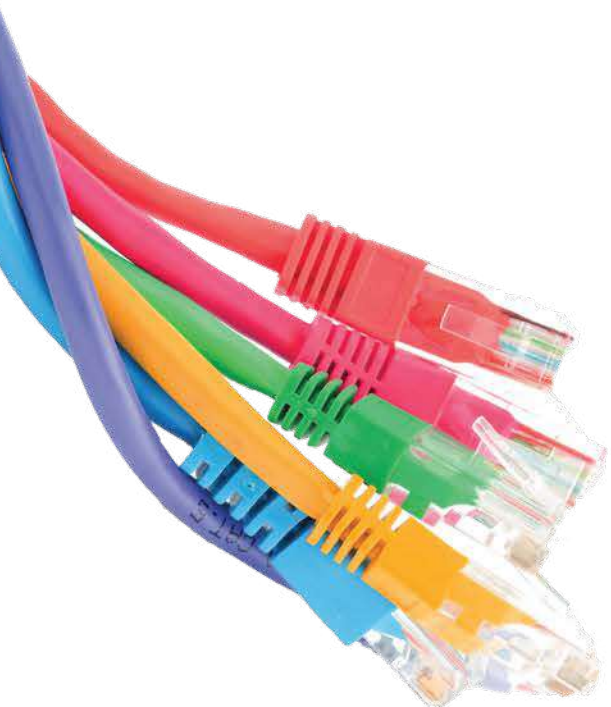
VALUES

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 our clients and also 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 thermoplastic material including ABS, nylon, HIPS (polystyrene), polycarbonate, polypropylene, polyethylene, acrylic, EVA, TPE and TPU. When required, pigments can be selected to comply with food contact and other regulatory requirements. Our comprehensive product range covers various markets including:

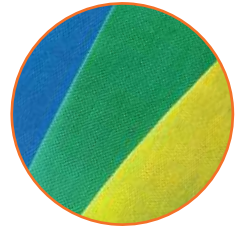
WIRES AND CABLES

Pigments products to meet the coloration demand for polymer compounds used for electronic, energy, healthcare, automotive, aerospace and communication network industries.



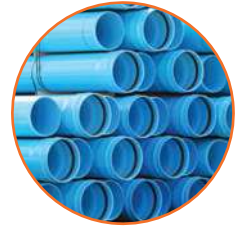
FIBER, FILAMENT AND NONWOVEN

High performance pigments characterised by high dispersibility, processability, low filter pressure value and high tinctorial strength that are required for PP, PET, PE, nylon based fiber and non-woven products.



BUILDING AND CONSTRUCTION

Selected pigments that retain the critical mechanical and fastness properties of polymers that are used in the building and construction industries.



INDUSTRIAL AND HOUSEHOLD PACKAGING

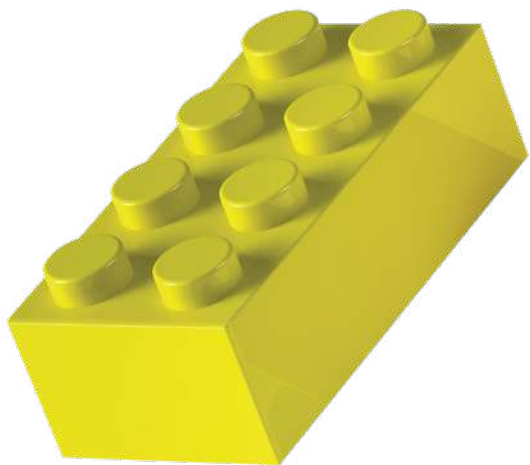
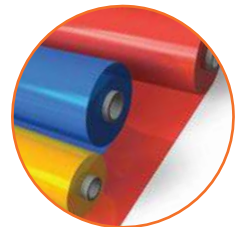
Colors for application in the following polymers used in packaging:

- Polyolefins (PE, PP)
- Styrenic polymers (GPPS, HIPS, ABS, SAN)
- Polyesters (PBT, PET)
- Polycarbonate



FILM AND SHEETS

Pigments suitable for low density polyethylene, high density polyethylene, high density and high molecular weight polyethylene, polypropylene, PVDF, and nylon in film, sheet and profile application.



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 colereye & software
- Perkin Elmer UV-visible spectrophotometer
- Computarized two roll mill with digital control
- Blown film with single screw extruder
- Dispermat basket mill
- Conductivity meter
- pH meter
- X-rite light box
- Laser diffraction (particle size analysis)
- Filter pressure value equipment
- Lab size twin screw extruder for master batch
- Copley tap density machine
- Brookfield viscometer/viscosity flow cups



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:

We can also offer compliance with the following regulations upon specific request:

- EU REACH Registration
- Heavy Metal Packaging Waste (94/62/EC)
- AZO dyes - 24 banned amines (2002/61/EC & amendments)
- Global Multilingual EU GHS and GHS MSDS, CLP Regulation compliance - hazardous product labelling
- EU Directive 94/62/EC, CONEG USA - Heavy metals compliance
- RoHS directive
- EU SVHC Candidate list compliance
- EU Toys EN71.3:2019 (2009/48/EC - 19 elements), Category III
- Council of Europe resolution AP89:1 purity criteria for food contact plastic colourants



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

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)



SIMPERM (ORGANIC PIGMENTS)

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 & 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 RED DH:B (PR48:2)	Pigment Red 48:2	15865:2		SIMPERM YELLOW HC (PY83)	Pigment Yellow 83*	21108
	SIMPERM RED DH:C (PR48:3)	Pigment Red 48:3	15865:3		SIMPERM YELLOW AAO (PY110)	Pigment Yellow 110	56280
	SIMPERM RED EC:A (PR53:1)	Pigment Red 53:1	15585:1		SIMPERM YELLOW ACH (PY138)	Pigment Yellow 138	56300
	SIMPERM RED EG:A (PR57:1)	Pigment Red 57:1	15850:1		SIMPERM YELLOW AEA (PY151)	Pigment Yellow 151	13980
	SIMPERM RED ABB (PR122)	Pigment Red 122	73915		SIMPERM YELLOW AEE (PY155)	Pigment Yellow 155	200310
	SIMPERM RED AGO (PR170) F3RK	Pigment Red 170	12475		SIMPERM YELLOW AFH (PY168)	Pigment Yellow 168	13960
	SIMPERM RED AGO (PR170) F5RK	Pigment Red 170	12475		SIMPERM YELLOW AHO (PY180)	Pigment Yellow 180	21290
	SIMPERM RED BDB (PR242)	Pigment Red 242	20067		SIMPERM YELLOW AHC (PY183)	Pigment Yellow 183	18792
	SIMPERM RED BED (PR254)	Pigment Red 254	56110		SIMPERM YELLOW AIA (PY191)	Pigment Yellow 191	18795
	SIMPERM ORANGE AC (PO13)	Pigment Orange 13*	21110		SIMPERM GREEN G (PG7)	Pigment Green 7	74260
	SIMPERM ORANGE CD (PO34)	Pigment Orange 34*	21115		SIMPERM BLUE AE:A (PB15:1)	Pigment Blue 15:1	74160
	SIMPERM ORANGE FD (PO64)	Pigment Orange 64	12760		SIMPERM BLUE AE:C (PB15:3)	Pigment Blue 15:3	74160
	SIMPERM YELLOW AC (PY13)	Pigment Yellow 13*	21100		SIMPERM VIOLET AI (PV19) (Bluish)	Pigment Violet 19	73900
	SIMPERM YELLOW AD (PY14)	Pigment Yellow 14*	21095		SIMPERM VIOLET AI (PV19) (Reddish)	Pigment Violet 19	73900
	SIMPERM YELLOW AG (PY17)	Pigment Yellow 17*	21105		SIMPERM VIOLET BC (PV23) (Reddish)	Pigment Violet 23	51319
	SIMPERM YELLOW FB (PY62)	Pigment Yellow 62	13940				



*Substance is a diarylide pigment which can release carcinogenic amine 3,3 DCB when processed above 200°C in polymers. These pigments must not be processed above 200°C even if pigment is found stable at temperature above 200°C.

SIMPSOL (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 in addition to 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. These dyes are used extensively to suit performance requirement in final applications.

Hue*	Product Name	C.I. Name	C.I. Number	Hue*	Product Name	C.I. Name	C.I. Number
	SIMPSOL RED BC (SR23)	Solvent Red 23	26100		SIMPSOL YELLOW AD (SY14)	Solvent Yellow 14	12055
	SIMPSOL RED BG (SR27)	Solvent Red 27	26125		SIMPSOL YELLOW AAD (SY114)	Solvent Yellow 114	47020
	SIMPSOL RED EB (SR52)	Solvent Red 52	68210		SIMPSOL YELLOW ADA (SY141)	Solvent Yellow 141	-
	SIMPSOL RED AAA (SR111)	Solvent Red 111	60505		SIMPSOL YELLOW AFO.A (SY160.1)	Solvent Yellow 160.1	-
	SIMPSOL RED ACE (SR135)	Solvent Red 135	564120		SIMPSOL YELLOW AFC (SY163)	Solvent Yellow 163	58840
	SIMPSOL RED AGI (SR179)	Solvent Red 179	564150		SIMPSOL DISPERSE YELLOW 241	Disperse Yellow 241	-
	SIMPSOL RED AIE (SR195)	Solvent Red 195	-		SIMPSOL GREEN C (SG3)	Solvent Green 3	61565
	SIMPSOL RED BDB (SR242)	Solvent Red 242	73300		SIMPSOL GREEN E (SG5)	Solvent Green 5	59075
	SIMPSOL ORANGE FO (SO60)	Solvent Orange 60	564100		SIMPSOL GREEN BH (SG28)	Solvent Green 28	625580
	SIMPSOL ORANGE FO (SO60) HD	Solvent Orange 60	564100		SIMPSOL BLUE CE (SB35)	Solvent Blue 35	61554
	SIMPSOL ORANGE FC (SO63)	Solvent Orange 63	68550		SIMPSOL BLUE CF (SB36)	Solvent Blue 36	61551
	SIMPSOL ORANGE AOE (SO105)	Solvent Orange 105	11227		SIMPSOL BLUE IG (SB97)	Solvent Blue 97	615290
	SIMPSOL ORANGE AOG (SO107)	Solvent Orange 107	-		SIMPSOL BLUE AOD (SB104)	Solvent Blue 104	61568
	SIMPSOL YELLOW IC (SY93)	Solvent Yellow 93	48160		SIMPSOL VIOLET AC (SV13)	Solvent Violet 13	60725
	SIMPSOL YELLOW IH (SY98)	Solvent Yellow 98	56238		SIMPSOL VIOLET EI (SV59)	Solvent Violet 59	62025



SIMPEARL (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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GLOBAL PRESENCE



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Manufacturing Units in 14 Countries

Application Labs in 14 Countries

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