

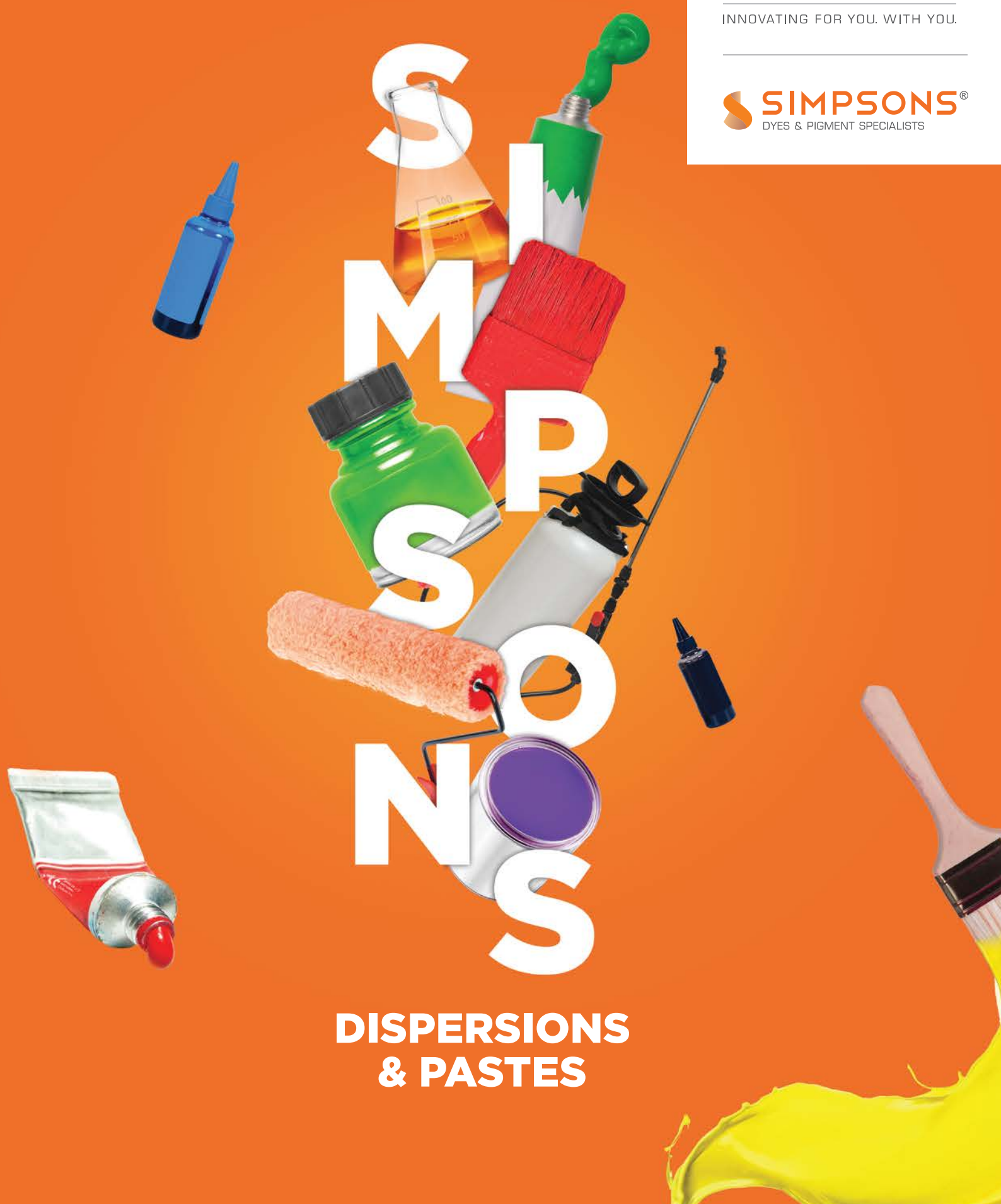


INNOVATING FOR YOU. WITH YOU.



# SIMPSONS

**DISPERSIONS  
& PASTES**



## 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 supplier of high quality Pigment Dispersions to the industrial sector. Our comprehensive range of Color Indexes serve the paint, ink, wood, latex, agro chemical, artists color industries plus other color demanding sectors.

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 pigment dispersions offering.



# SIMPSONS PRODUCT RANGE

Simpsons range of dispersions fulfil customer demands for aqueous applications:

## PAINTS

Whether it be Interior decorative or exterior grades, own brand or industrial paints, Simsperser offers compatibility, high strength and high performance where it matters.



## INKS

Simpserse A offers high gloss and transparency to ink applications at the same time as being high strength and free flowing. Simsperser A also lends itself to high compatibility in construction materials with a high PVC and lime content.



## AGRO CHEMICALS

Simpserse offers a solution for the coloration of Agro Chemicals such as seed coating, mulch coloration and grass coloring.



## WOOD COATING

Simsperse offers a solution to the coloring of wood, whether this be garden furniture, sheds and fences where high opacity, high light and weathering fastness is required. Simsperse comes in both traditional colors or more contemporary vibrant shades.



## ARTIST AND EDUCATIONAL COLORS

Simsperse offers colors to the artist color/educational sectors, these include the utilization of pigments with the relevant approvals.



## LATEX

Simsperse offers dispersions for the coloration of latex, this can include balloons, sports racquet/bat handles and clothing.



# PARTNERS IN QUALITY AND COMPLIANCE

## QUALITY ASSURANCE

Our laboratory is equipped with the state of the art quality control instrumentation and operated by a team of qualified chemists with extensive experience in color industry. We maintain high quality standards through investment in continuous improvement in quality control processes and product specification. Each batch supplied is strictly controlled for all parameters in our technical analysis. Technical services include application support for industrial application.



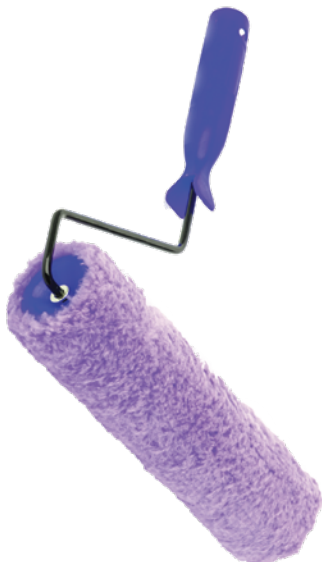
## REGULATORY COMPLIANCE

The company is continuously investing in comprehensive in-house testing facilities to ensure compliance commitments. We also partner with reputable external agencies on more complex subjects. We provide MSDS, PDS and TDS meeting local regulatory and legislative compliance. Our expert regulatory compliance team issues information covering all our products, providing information on below:

- Food Contact Compliance
- European REACH
- Multilingual MSDS
- RoHS Directive
- OKEO TEX
- CONEG USA
- Classification, Labelling and Packaging (CLP)
- Multilingual MSDS
- Toys Safety Regulation
- Substance of very high concern (SVHC)
- ECO label

## VALUE ADDITION SERVICES

- Expert technical service and support
- Bespoke matching service



## 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

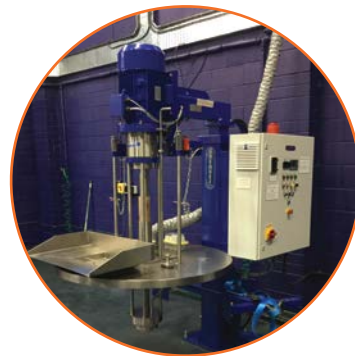
We have warehouse and distribution facilities across our worldwide network of offices.

## 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 reliability .

## PACKING AND PACKAGING

Products are packed and shipped securely and in accordance with all legislation. Packaging type is in 25, 60, 120, 200 kg plastic drums and 500 and 1000 kg IBC containers.





# WATER BASED PIGMENT DISPERSIONS

SIMSPERSE is the trade name for our range of organic and inorganic pigment dispersions for water based applications. Synthetic organic and inorganic pigments are dispersed into surfactant or acrylic systems tailored to the end application areas.

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.
































Simsperse A is a range of pigment dispersions based on a styrenated Acrylic resin. These are free flowing high strength concentrates for aqueous applications, especially inks and construction materials. These are NPE/APE free and are also free of MIT. This range offers benefits such as high gloss and transparency in ink applications and excellent compatibility in construction application demands.



# SIMPSONS: DISPERSION PRODUCT LIST

## SIMPERSE S (SURFACTANT DISPERSION RANGE)



















SIMPERSE is the trade name for our range of organic and inorganic pigment dispersions for water based applications. Synthetic organic and inorganic pigments are dispersed into surfactant or acrylic systems tailored to the end application areas. SIMPERSE is specially recommended for liquid products with demanding stability criteria.

Hue	Product Name	C.I. Name	Pigment Type	Pigment%	Light A	Fastness** B
	SIMPERSE YELLOW S-A	Yellow 1	Monoazo	43	6	5
	SIMPERSE YELLOW S-C	Yellow 3	Monoazo	43	7	6
	SIMPERSE YELLOW S-AB	Yellow 12	Disazo	45	4	3-4
	SIMPERSE YELLOW S-AC	Yellow 13	Disazo	47	5	4
	SIMPERSE YELLOW S-DB	Yellow 42	Iron Oxide	60	8	8
	SIMPERSE YELLOW S-DB TRANS	Yellow 42	Iron Oxide	35	8	8
	SIMPERSE YELLOW S-GD	Yellow 74	Monoazo	43	6	5
	SIMPERSE YELLOW S-GD (O)	Yellow 74 Op	Monoazo	43	7	6
	SIMPERSE YELLOW S-HC	Yellow 83	Disazo	32	6-7	6
	SIMPERSE YELLOW S-IG	Yellow 97	Monoazo	43	7-8	7
	SIMPERSE ORANGE S-E	Orange 5	Monoazo	42	6	5
	SIMPERSE ORANGE S-AC	Orange 13	Disazo	43	5	4
	SIMPERSE ORANGE S-CD	Orange 34	Disazo	37	5	4
	SIMPERSE ORANGE S-GC	Orange 73	DPP	33	8	7
	SIMPERSE RED S-B	Red 2	Monoazo	40	6	4
	SIMPERSE RED S-E	Red 5	Monoazo	40	7	6
	SIMPERSE RED S-AOA	Red 101	Iron Oxide	70	8	8
	SIMPERSE RED S-AOA TRANS	Red 101	Iron Oxide	35	8	8
	SIMPERSE RED S-AAB	Red 112	Monoazo	45	7	5
	SIMPERSE RED S-ABB	Red 122	Quinacridone	26	8	7
	SIMPERSE RED S-ADF	Red 146	Monoazo	35	5	4
	SIMPERSE RED S-AGO	Red 170	Monoazo	40	6	5
	SIMPERSE RED S-BED	Red 254	DPP	40	8	7
	SIMPERSE VIOLET S-BC	Violet 23	Carbazole	30	7-8	7
	SIMPERSE BLUE S-AE.O	Blue 15.0	Phthalocyanine	43	8	8
	SIMPERSE BLUE S-AE.C	Blue 15.3	Phthalocyanine	45	8	8
	SIMPERSE GREEN S-G	Green 7	Phthalocyanine	50	8	8
	SIMPERSE GREEN S-AG	Green 17	Chrome Oxide	70	8	8
	SIMPERSE GREEN S-CF	Green 36	Phthalocyanine	50	8	8
	SIMPERSE WHITE S-F	White 6	Titanium Dioxide	65	8	8
	SIMPERSE BLACK S-G	Black 7	Carbon Black	40	8	8

\*Pigment contents can differ slightly from batch to batch due to production yields. Further information available on the TDS.

\*Lightness fastness values are supplied as a guide and offer no warranty. Customers are required to test in their own system at required levels.

# SIMPERSE A (ACRYLIC DISPERSION RANGE)

Hue	Product Name	C.I. Name	Pigment Type	Pigment%	Light A	Fastness** B
	SIMSPERSE YELLOW A-AC	Yellow 13	Disazo	40	5	4
	SIMSPERSE YELLOW A-AG	Yellow 17	Diarylide	35	6	5
	SIMSPERSE YELLOW A-DB	Yellow 42	Iron Oxide	60	8	8
	SIMSPERSE YELLOW A-GD	Yellow 74	Monoazo	40	6	5
	SIMSPERSE YELLOW A-HC	Yellow 83	Disazo	40	6-7	6
	SIMSPERSE ORANGE A-CD	Orange 34	Disazo	37	5	4
	SIMSPERSE RED A-B	Red 2	Monoazo	40	6	4
	SIMSPERSE RED A-EG.A	Red 57.1	Monoazo	40	5	4-5
	SIMSPERSE RED A-AOA	Red 101	Iron Oxide	55	8	8
	SIMSPERSE RED A-AAB	Red 112	Monoazo	40	7	5
	SIMSPERSE RED A-ADF	Red 146	Monoazo	40	5	4
	SIMSPERSE RED A-AGO	Red 170	Monoazo	40	6	5
	SIMSPERSE VIOLET A-BC	Violet 23	Carbazole	30	7-8	7
	SIMSPERSE BLUE A-AE.O	Blue 15.0	Phthalocyanine	40	8	8
	SIMSPERSE BLUE A-AE.C	Blue 15.3	Phthalocyanine	40	8	8
	SIMSPERSE GREEN A-G	Green 7	Phthalocyanine	50	8	8
	SIMSPERSE WHITE A-F	White 6	Titanium Dioxide	65	8	8
	SIMSPERSE BLACK A-G	Black 7	Carbon Black	40	8	8



\*Pigment contents can differ slightly from batch to batch due to production yields. Further information available on the TDS.

\*Lightness fastness values are supplies as a guide and offer no warranty. Customers are required to test in their own system at required levels.

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## GLOBAL PRESENCE



Offices in 22 Countries

Manufacturing Units in 14 Countries

Application Labs in 14 Countries



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