



Innovating For You. With You.



FOOD COLORS



COLORS INSPIRED FROM NATURE

* FUTURALS®

DRIED INGREDIENTS



INDUSTRIAL COLORS







We all face changes every day – Change affects us all and we each, deal with change differently. Your ROHA is also changing, our colourful world is getting more playful so we can bring out our best side.

Play, to us, is a concept that aims to bring about a fresh new appeal which is young and creative, with the essence of 'playing with ingredients'. For our customers, Play is about a brand that is easy to interact with and open to innovative experimentation. To our employees, Play is about teamwork and a friendly & happy work culture. Above all, Play at its heart is about incorporating inspiration in everyday life and in everything we aspire to be.

We believe in **TEAM**, **INNOVATE**, **CREATE** and **REACH** philosophy that transforms the way we work, the way we see and use ingredients, and the value we will bring to clients.

TEAM - With an already amazing team at ROHA, we always try to synergise within and across the teams to develop a strong working environment.

INNOVATE – Innovation goes from colors to processes with the help of extensive new-age technologies in order to deliver the best value.

CREATE - With over 200 natural & synthetic colors, industrial hues and array of extracts and dehydrated ingredients we constantly being raised in response to consumer demands to meet the competitive nature of the marketplace.

REACH - Our interactions do not end where geographical borders do. We have strategically placed offices on every continent to be able to serve you anywhere.





VISION

At ROHA, we believe in attaining global leadership through our product portfolio inspired by the values of our founder.

Our thrust is on a vibrant business strategy for the coming decade – one that is rooted in inspiration, trust, and innovation.

VALUES

Maintain high ethics and integrity in the way we work.

Continue to grow closer to our customers, infusing a personal touch and creating a climate of care.

Partner with clients and deliver specific need-based solutions through our global network of dedicated application laboratories.

POLICIES

We continuously strive to utilize breakthrough technology through advanced research and development.

We stay ahead by offering superior quality ingredients, manufactured in state-of-the-art facilities.

We not only create true value for our customers, but also enrich the lives of our employees who we respect as family.

As we expand our presence worldwide, we continue to give back to society the fruits of our success.









- Founded in 1972 in India, today ROHA is a leading name in the food ingredient industry.
- ROHA has a strong presence across the globe with offices in 22 countries, manufacturing facilities in 14 countries and 14 technical application labs in different parts of the world.
- ROHA has built a focused portfolio to meet the growing market needs with an exclusive range of synthetic and natural colors, dried ingredients, flavoring extracts and industrial dyes and pigments.
- ROHA's food division has been certified by leading regulatory bodies like ISO, Kosher, Halal, FAMIQS, BRC, Food Safety, ISO 22000 & Organic Certification and Industrial dyes and pigments division is certified by EU REACH Registration.

GLOBAL FOOTPRINT

- Offices in 22 countries
- Manufacturing facilities in 14 countries
- 14 technical application labs

MANUFACTURING, APPLICATION LAB, WAREHOUSE

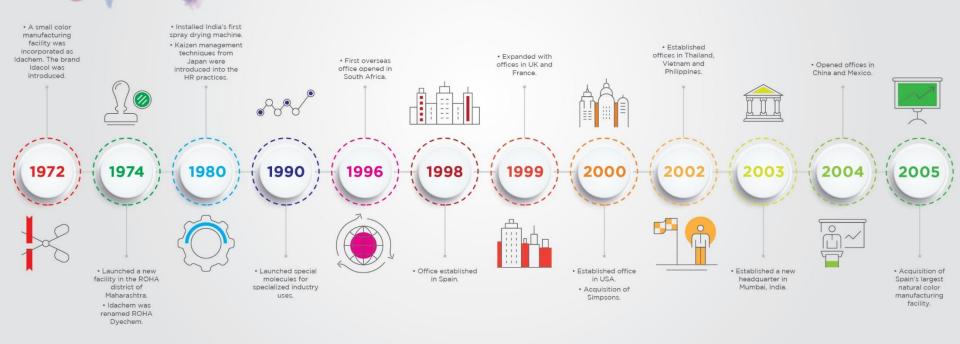
ROHA SALES OFFICE & WAREHOUSE

SIMPSONS DIVISION

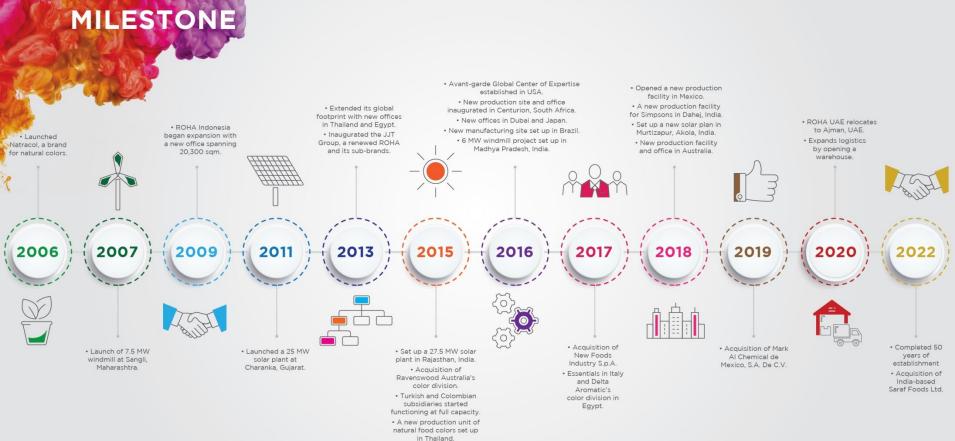




MILESTONE











Colors for industrial use for wide range of applications

100

DYES

SIMACID (Acid Dyes)

Acid dyes are generally sodium, calcium or ammonium salts of an organic acid which are anionic in aqueous solution. These water soluble dyes are known for their bright hues. Selected dyes are available in different forms such as dry powders, granules and liquids. Suitable for use in various applications, such as inks, coatings, household & personal care, soaps, agricultural applications, arts & crafts, reagents, biological stains and pH indicators.

SIMBASE (Basic Dyes)

Basic dyes are usually the chloride, oxalate or double salt of an organic base which is cationic in solution. These dyes are soluble in polar solvents such as alcohols, ethers, glycols and also in water in the presence of acetic acid. These dyes are known for their vibrant colours and high strength. Available in powder, crystal and acetic acid stabilisedliquid forms. Suitable for use in various applications, such as inks, paper, coatings, household & personal care, agricultural applications, arts & crafts, reagents, biological stains and pH indicators.

DYES

SIMPSOL (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 colour, metal complex dyes, Phthalocyanine dyes and Anthraquinones which are green to blue. They are extensively used in plastics, inks, wood stains, coatings, aluminium metal foil and a range of house decorations, candles & waxes, adhesives, mineral oil and petroleum products.



PIGMENTS

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. Suitable for use in various applications, such as inks, coatings, plastics, powder coatings, household & personal care, leather finishing, agricultural applications, arts & crafts.



PIGMENTS

SIMPEARL (Pearlescent Pigments)

These pearlescent effect pigments consist of a natural or synthetic 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). These pigments can be used in combination with other dyes and pigments to produce stunning effects in a range of applications, such as plastics, inks, coatings, paper, arts & crafts.

SIMSPERSE (Dispersion/Paste)

It is water based pigment dispersions based on either surfactant or acrylic technologies tailored to final use. Our products offer excellent compatibility in many applications system, offers benefits such as free flowing, high strength & gloss, weathering fastness & good opacity or transparency as required.



APPLICATIONS





SIMPSONS PRODUCT RANGE

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



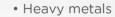
COATING APPLICATIONS



ROHA"

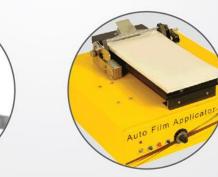
QUALITY CONTROL

- Colour shade and strength (mass and tint)
- AP89.1 and EN71.3 tests (in-house capability)
- Solubility and dispersibility
- Particle size range and distribution
- Light, heat and pH stability



- Opacity
- Moisture
- Bulk density









LIQUID COATING

Hue	PRODUCT NAME	C.I. NAME	C.I. Number
	SIMPERM YELLOW A (PY1)	Pigment Yellow 1	11680
	SIMPERM YELLOW C (PY3)	Pigment Yellow 3	11710 🥚
	SIMPERM YELLOW AC (PY13)	Pigment Yellow 13	21100
	SIMPERM YELLOW GD (PY74)	Pigment Yellow 74, Transparent	11741
	SIMPERM YELLOW GD (PY74)	Pigment Yellow 74, Opaque	11741
	SIMPERM YELLOW HC (PY83)	Pigment Yellow 83, Opaque	21108
	SIMPERM YELLOW HC (PY83)	Pigment Yellow 83, Very Opaque	21108
	SIMPERM YELLOW ACH (PY138)	Pigment Yellow 138, Opaque	56300
	SIMPERM YELLOW AEA (PY151)	Pigment Yellow 151	13980
	SIMPERM YELLOW AED (PY154)	Pigment Yellow 154	11781 🥃
	SIMPERM YELLOW AEE (PY155)	Pigment Yellow 155	200310
	SIMPERM ORANGE E (PO5)	Pigment Orange 5	12075
	SIMPERM ORANGE AC (PO13)	Pigment Orange 13	21110
	SIMPERM ORANGE CD (PO34)	Pigment Orange 34	21115
	SIMPERM ORANGE CF (PO36)	Pigment Orange 36	11780
	SIMPERM RED AAB (PR112)	Pigment Red 112	12370
	SIMPERM RED ABB (PR122)	Pigment Red 122	73915
	SIMPERM RED ADF (PR146)	Pigment Red 146, Yellowish	12485 👘

LIQUID COATING

Hue	PRODUCT NAME	C.I. NAME	C.I. Number
	SIMPERM RED AFF (PR166)	Pigment Red 166	20730
	SIMPERM RED AGO F3RK (PR170)	Pigment Red 170, Yellowish, Opaque 📍	12475 💦
	SIMPERM RED AGO F5RK (PR170)	Pigment Red 170, Bluish, Semi Transparent	12475
	SIMPERM RED AGF (PR176)	Pigment Red 176	12515
	SIMPERM RED BED (PR254)	Pigment Red 254	56110
	SIMPERM VIOLET AI (PV19)	Pigment Violet 19, Yellowish/Reddish	73900
	SIMPERM VIOLET AI (PV19)	Pigment Violet 19, Bluish	73900
	SIMPERM VIOLET BC (PV23)	Pigment Violet 23, Reddish	51319
	SIMPERM VIOLET BC (PV23)	Pigment Violet 23, Bluish	51319
	SIMPERM BLUE AE.O (PB15.0)	Pigment Blue 15:0, Reddish	74160
	SIMPERM BLUE AE.A (PB15.1)	Pigment Blue 15:1	74160
	SIMPERM BLUE AE.C (PB15.3)	Pigment Blue 15:3	74160
	SIMPERM BLUE AE.D (PB15.4)	Pigment Blue 15:4	74160
	SIMPERM GREEN G (PG7)	Pigment Green 7	74260





POWDER COATING

Hue	PRODUCT NAME	C.I. NAME	C.I. Number
	SIMPERM YELLOW AC (PY13)	Pigment Yellow 13	21100
	SIMPERM YELLOW FB (PY62)	Pigment Yellow 62	13940
	SIMPERM YELLOW HC (PY83)	Pigment Yellow 83, Opaque	21108
	SIMPERM YELLOW HC (PY83)	Pigment Yellow 83, Very Opaque	21108
	SIMPERM YELLOW ACI (PY139)	Pigment Yellow 139	56298
	SIMPERM YELLOW AEA (PY151)	Pigment Yellow 151	13980
	SIMPERM YELLOW AEE (PY155)	Pigment Yellow 155	200310
	SIMPERM YELLOW AHC (PY183)	Pigment Yellow 183	18792
	SIMPERM YELLOW AIA (PY191)	Pigment Yellow 191	18795
	SIMPERM ORANGE AC (PO13)	Pigment Orange 13	21110
	SIMPERM ORANGE CD (PO34)	Pigment Orange 34	21115
	SIMPERM ORANGE CF (PO36)	Pigment Orange 36	11780
	SIMPERM ORANGE FD (PO64)	Pigment Orange 64	12760
	SIMPERM RED DH.B (PR48.2)	Pigment Red 48:2	15865:2
	SIMPERM RED ABB (PR122)	Pigment Red 122	73915
	SIMPERM RED AGO (PR170) F3RK	Pigment Red 170, Yellowish, Opaque	12475
	SIMPERM RED AGO (PR170) F5RK	Pigment Red 170, Bluish, Semi Transparent	12475
	SIMPERM RED BED (PR254)	Pigment Red 254	56110
	SIMPERM VIOLET AI (PV19)	Pigment Violet 19, Yellowish/Reddish	73900







POWDER COATING





Hue	PRODUCT NAME	C.I. NAME	C.I. Number
	SIMPERM VIOLET AI (PV19)	Pigment Violet 19, Bluish	73900
	SIMPERM VIOLET BC (PV23)	Pigment Violet 23, Reddish	51319
	SIMPERM BLUE AE.A (PB15.1)	Pigment Blue 15:1, Reddish	74160
	SIMPERM BLUE AE.C (PB15.3)	Pigment Blue 15.3	74160
	SIMPERM GREEN G (PG7)	Pigment Green 7	74260

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SOLVENT DYES

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





DISPERSION PRODUCT LIST SIMPERSE S (Surfactant Dispersion Range)

Hue	PRODUCT NAME	C.I. NAME	PIGMENT TYPE	PIGMENT %	LIGHT A	FASTNESS* * B
	SIMSPERSE YELLOW S-A	Yellow 1	Monoazo	43	6	5
	SIMSPERSE YELLOW S-C	Yellow 3	Monoazo	43	7	6
	SIMSPERSE YELLOW S-AB	Yellow 12	Disazo	45	4	3 - 4
	SIMSPERSE YELLOW S-AC	Yellow 13	Disazo	47	5	4
	SIMSPERSE YELLOW S-DB	Yellow 42	Iron Oxide	60	8	8
	SIMSPERSE YELLOW S-DB TRANSPARENT	Yellow 42	Iron Oxide	35	8	8
	SIMSPERSE YELLOW S-GD	Yellow 74	Monoazo	43	6	5
	SIMSPERSE YELLOW S-GD (O)	Yellow 74 Op	Monoazo	43	7	6
	SIMSPERSE YELLOW S-HC	Yellow 83	Disazo	32	6 - 7	6
	SIMSPERSE YELLOW S-IG	Yellow 97	Monoazo	43	7 - 8	7
	SIMSPERSE ORANGE S-E	Orange 5	Monoazo	42	6	5
	SIMSPERSE ORANGE S-AC	Orange 13	Disazo	43	5	4
	SIMSPERSE ORANGE S-CD	Orange 34	Disazo	37	5	4
	SIMSPERSE ORANGE S-GC	Orange 73	DPP	33	8	7





DISPERSION PRODUCT LIST SIMPERSE S (Surfactant Dispersion Range)

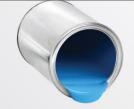
Hue	PRODUCT NAME	C.I. NAME	PIGMENT TYPE	PIGMEN T %	LIGHT A	FASTNESS* * B
	SIMSPERSE RED S-B	Red 2	Monoazo	40	6	4
	SIMSPERSE RED S-E	Red 5	Monoazo	40	7	6
	SIMSPERSE RED S-AOA	Red 101	Iron Oxide	70	8	8
	SIMSPERSE RED S-AOA TRANSPARENT	Red 101	Iron Oxide	35	8	8
	SIMSPERSE RED S-AAB	Red 112	Monoazo	45	7	5
	SIMSPERSE RED S-ABB	Red 122	Quinacridone	26	8	7
	SIMSPERSE RED S-ADF	Red 146	Monoazo	35	5	4
	SIMSPERSE RED S-AGO	Red 170	Monoazo	40	6	5
	SIMSPERSE RED S-BED	Red 254	DPP	40	8	7





DISPERSION PRODUCT LIST SIMPERSE S (Surfactant Dispersion Range)

Hue	PRODUCT NAME	C.I. NAME	PIGMENT TYPE	PIGMENT %	LIGHT A	FASTNESS** B
	SIMSPERSE VIOLET S-BC	Violet 23	Carbazole	30	7-8	7
	SIMSPERSE BLUE S-AE.O	Blue 15.0	Phthalocyanine	43	8	8
	SIMSPERSE BLUE S-AE.C	Blue 15.3	Phthalocyanine	45	8	8
	SIMSPERSE GREEN S-G	Green 7	Phthalocyanine	50	8	8
	SIMSPERSE GREEN S-AG	Green 17	Chrome Oxide	70	8	8
	SIMSPERSE GREEN S-CF	Green 36	Phthalocyanine	50	8	8
	SIMSPERSE WHITE S-F	White 6	Titanium Dioxide	65	8	8
	SIMSPERSE 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 supplies as a guide and offer no warranty. Customers are required to test in their own system at required levels.

DISPERSION PRODUCT LIST 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 yeilds. 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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PRODUCT LIST SIMPEARL - PEARLSCENT PIGMENTS

PRODUCT NAME	Pearlescent Effect	Particle Size
SIMPEARL SI 100 SILVER	Silver Pearl	10 - 60 µm
SIMPEARL SI 103 STERLING SILVER	Sterling Silver	10 - 60 μm
SIMPEARL SI 119 LUSTRE FINE SATIN	Lustre Fine Satin	4 - 20 μm
SIMPEARL SI 120 LUSTER SATIN	Lustre Satin	5 - 25 μm
SIMPEARL SI 123 GLARY SATIN	Glary Satin	5 - 30 μm
SIMPEARL SI 153 GLITTER PEARL	Glitter Pearl	20 - 120 μm
SIMPEARL SI 183 TWINKLING PEARL	Twinkling Pearl	40 - 300 μm
SIMPEARL SI 201 GOLD SATIN	Gold Satin	5 - 25 μm
SIMPEARL SI 205 GOLD	Gold Pearl	10 - 60 µm
SIMPEARL SI 215 RED PEARL	Red Pearl	10 - 60 μm
SIMPEARL SI 219 RED PURPLE	Purple Pearl	10 - 60 µm
SIMPEARL SI 225 BLUE PEARL	Blue Pearl	10 - 60 μm
SIMPEARL SI 235 GREEN	Green Pearl	10 - 60 μm
SIMPEARL SI 249 GLITTER GOLD	Glitter Gold	10 - 100 µm
SIMPEARL SI 300 GOLD	Gold Pearl	10 - 60 μm



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PRODUCT LIST SIMPEARL - PEARLSCENT PIGMENTS

PRODUCT NAME	Pearlescent Effect	Particle Size
SIMPEARL SI 302 LEMON GOLD SATIN	Lemon Gold Satin	5 - 25 μm
SIMPEARL SI 303 ROYAL GOLD	Royal Gold	10 - 60 μm
SIMPEARL SI 305 RED GOLD	Red Gold	10 - 60 µm
SIMPEARL SI 320 SUNNY GOLD	Sunny Gold	10 - 60 μm
SIMPEARL SI 163 SHIMMER PEARL	Shimmer Pearl	40-200 μm
SIMPEARL SI 351 SHIMMER GOLD	Shimmer Gold	10 - 100 μm
SIMPEARL SI 353 SHIMMER RED GOLD	Shimmer Red Gold	20 - 100 μm
SIMPEARL SI 500 BRONZE	Bronze	10 - 60 µm
SIMPEARL SI 502 RED BROWN	Red-Brown	10 - 60 μm
SIMPEARL SI 504 WINE GOLD	Wine Gold	10 - 60 µm
SIMPEARL SI 520 BRONZE SATIN	Bronze Satin	5 - 25 μm

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ROHA[®]

NNOVATING FOR YOU W

REGULATORY COMPLIANCE AND PRODUCT INFORMATION





We can also offer compliance with the following regulations:

- REACH Registration
- Global Multilingual EU GHS and GHS MSDS, CLP Regulation compliance hazardous product labelling
- EU Eco labelling raw material declaration
- EU Toys EN71.3:2019 (2009/48/EC 19 elements), Category I, II, III available upon special request
- AZO dyes 24 banned amines (2002/61/EC & amendments)
- Heavy Metal Packaging Waste (94/62/EC)
- EU SVHC Candidate list compliance



REACH REGISTRATIONS



- Pigment Blue 15.0, 15.1, 15.3, 15.4
- Solvent Blue 35, 97, 104
- Acid Blue 9 (Brilliant Blue FCF)



• Solvent Green 3



- Pigment Violet 19, 23
- Solvent Violet 13



- Pigment Yellow 1, 3, 12, 13, 14, 17, 62, 74, 83, 138, 139, 151, 154, 155, 168, 180, 183, 191
- Solvent Yellow 93, 114
- Acid Yellow 9 (Tartrazine)





- Pigment Red 2, 48.2, 48.3, 53.1, 57.1, 112, 122, 146, 166, 170, 254
- Solvent Red 52, 111, 135, 179
- Acid Red 87 (Eosine), 18 (Ponceau 4R)
- Pigment Orange 5, 13, 34, 36, 64
- Solvent Orange 60, 105, 107



• Pearlescent Pigment Ingredients Natural Mica (exempt), Synthetic Mica, Titanium Dioxide, Iron Oxide, Tin Oxide



ROHA°

WE THINK GLOBAL, BUT WE ARE LOCAL

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.



