



INNOVATING FOR YOU. WITH YOU.



**HOUSEHOLD &
PERSONAL CARE**

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 shades is primarily applicable to Plastic, Paints and 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 HPC PRODUCT RANGE

We produce a wide range of pigments and dyes suitable for household and personal care products including acid dyes (powders & liquid blends), pigments and pigment dispersions (surfactants & acrylics). Our comprehensive product range covers various markets in both industrial & household application including:

INDUSTRIAL APPLICATIONS

- Acidic cleaner
- Alkaline cleaner
- Floor cleaner
- Bleach products
- Antifreeze, coolants and de-icers
- Car valeting
- Polish and waxes



HOUSEHOLD APPLICATIONS

- Detergent powders & tablets
- Detergent bars
- Liquid detergents
- Dish-washing detergents
- Rinse conditioners
- Mild cleaners



PARTNERS IN QUALITY AND COMPLIANCE

QUALITY ASSURANCE

Our laboratory is 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

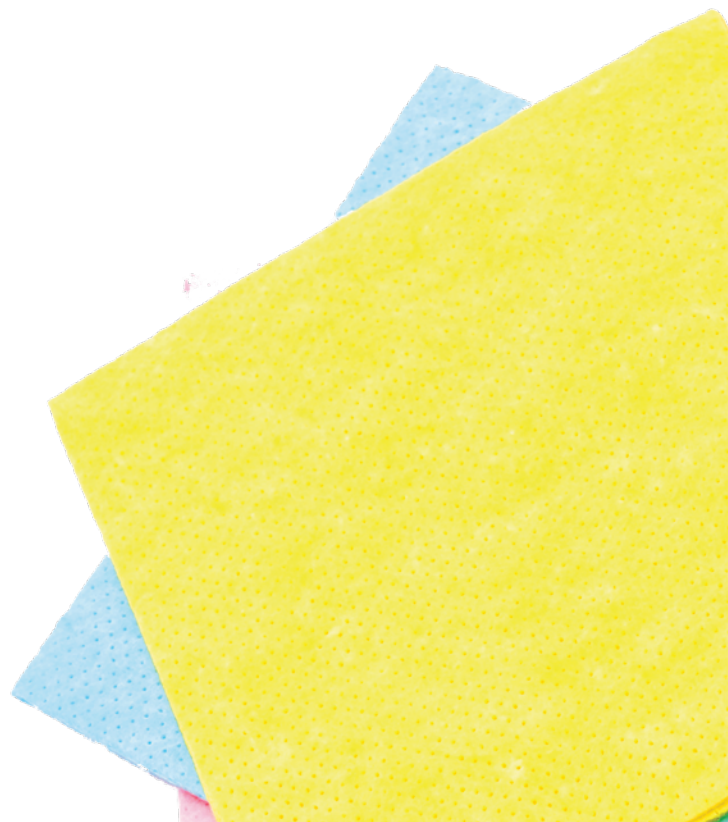
- X-rite colereye & software
- Perkin Elmer UV-visible spectrophotometer
- Dispermat basket mill
- Brookfield viscometer/viscosity flow cups
- X-rite light box
- Malvern Mastersizer 2000
- Copley tap density machine
- Ohaus moisture balance
- pH meter
- Red Devil shaker
- Conductivity meter
- RK control coater



REGULATORY COMPLIANCE AND PRODUCT INFORMATION

SIMPSONS U.K. Ltd. is an ISO 9001:2015 accredited company. 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 multilingual MSDS, Specifications and Technical data sheets meeting local regulatory compliance. Our expert regulatory compliance team issues information covering all our products, providing information on below:

- Classification, Labelling and Packaging (CLP)
- Fastness properties and chemical resistance
- Substance of very high concern (SVHC)
- Chemical inventories status
- Application suitability
- European REACH
- Ecolabel



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 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, metal and plastic drum.

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

VALUE ADDITION SERVICES

























- Powder blending
- Liquid blending
- Re-packing in small packs & sachets
- Pigment dispersions
- Bespoke packing & packaging



*Disclaimer:- The information given in our general recommendation/data, please contact our sales team for country and product specific details.

SIMACID (ACID DYES)

SIMACID is the trade name for our dyes that are a range of anionic sodium or ammonium salts, typically soluble in water. Due to their radiant colors, these are recommended for household applications like detergent powders & tablets, detergent bars, liquid detergents, dishwashing detergents, rinse conditioners, mild cleaners and for industrial cleaners. Our extensive range offers a wide choice of colors for various application requirement, such as light stability, pH stability, bleach stability and solubility. Some dyes are available in different forms such as dry powders, granules and liquids.

Hue*	Product Name	C.I. Number	C.I. Name/Synonyms
	BRILLIANT BLUE FCF	42090	• Acid Blue 9 • FD&C Blue No. 1
	PONCEAU 4R	16255	• Acid Red 18 • Food Red 7 • Cochineal Red A
	TARTRAZINE	19140	• Acid Yellow 23 • FD&C Yellow No 5
	QUINOLINE YELLOW	47005	• Acid Yellow 3 • Food Yellow 13 • China Yellow
	ERYTHROSINE	45430	• Acid Red 51 • FD&C Red No. 3 • Food Red 14
	CARMOISINE	14720	• Acid Red 14 • Azorubine • Food Red 3
	AMARANTH	16185	• Acid Red 27 • Food Red 9
	ALLURA RED	16035	• Food Red 17 • FD&C Red No. 40
	PATENT BLUE V	42051	• Acid Blue 3 • Food Blue 5 • Sulphan Blue
	SUNSET YELLOW	15985	• FD&C Yellow No. 6 • Food Yellow 3
	INDIGO CARMINE	73015	• Acid Blue 74 • FD&C Blue 2 • Indigotine
	SIMACID YELLOW CF (AY36)	13065	• Acid Yellow 36 • Metanil Yellow
	SIMACID BLUE IC (AB93)	42780	• Acid Blue 93 • Methyl blue
	SIMACID YELLOW AG (AY17)	18965	• Acid Yellow 17
	SIMACID YELLOW GC (AY73)	45350	• Acid Yellow 73
	SIMACID RED EB (AR52)	45100	• Acid Red 52
	SIMACID RED BDI (AR249)	18134	• Acid Red 249
	SIMACID BLUE HO (AB80)	61585	• Acid Blue 80
	SIMACID ORANGE G (AO7)	15510	• Acid Orange 7
	SIMACID GREEN A (AG1)	10020	• Acid Green 1 • Naphthol Green B
	SIMACID GREEN AF (AG16)	44025	• Acid Green 16
	SIMACID GREEN BE (AG25)	61570	• Acid Green 25
	SIMACID VIOLET DH (AV48)	N/A	• Acid Violet 48
	SIMRECT BLUE HF (DB86)	74180	• Direct Blue 86

SIMPERM (ORGANIC PIGMENTS)

SIMPERM is the trade name for our range of pigment powders that are suitable for coloring solid products such as detergent powders & tablets, detergent bars. Pigment powders are not pre-dispersed and therefore need thorough homogenization. Due to risk of precipitation and agglomeration of pigments, they are not recommended for liquid products without adequate dispersion. The SIMPERM are very durable and have excellent light and heat fastness.

SIMSPERSE (PIGMENTS DISPERSION)

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 is specially recommended for liquid products with demanding stability criteria.

Hue*	Product Name	C.I. Number	C.I. Name/Synonyms
	SIMPERM BLUE AE.O (PB15.0)	74160	Pigment Blue 15.0
	SIMPERM BLUE AE:C (PB15.3)	74160	Pigment Blue 15.3
	SIMPERM GREEN G (PG7)	74260	Pigment Green 7
	SIMPERM ORANGE CD (PO34)	21115	Pigment Orange 34
	SIMPERM RED AAB (PR112)	12370	Pigment Red 112
	SIMPERM VIOLET BC (PV23)	51319	Pigment Violet 23
	SIMPERM YELLOW A (PY1)	11680	Pigment Yellow 1
	SIMSPERSE BLUE S-AE.O (PB15.0)	74160	Pigment Blue 15.0
	SIMSPERSE BLACK S-G (PBK7)	77266	Pigment Black 7
	SIMSPERSE BLUE S-AE.C (PB15.3)	74160	Pigment Blue 15.3
	SIMSPERSE GREEN S-G (PG7)	74260	Pigment Green 7
	SIMSPERSE ORANGE S-CD (PO34)	21115	Pigment Orange 34
	SIMSPERSE RED S-AAB (PR112)	12370	Pigment Red 112
	SIMSPERSE VIOLET S-BC (PV23)	51319	Pigment Violet 23
	SIMSPERSE WHITE S-F (PW6)	77891	Pigment White 6
	SIMSPERSE YELLOW S-A (PY1)	11680	Pigment Yellow 1
	SIMSPERSE YELLOW S-C (PY3)	11710	Pigment Yellow 3

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 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. These dyes are used extensively in various applications, such as waxes, polishes, candles, hydrocarbon fuels, lubricants, and other hydrocarbon-based non polar materials.

Hue*	Product Name	C.I. Number	C.I. Name/Synonyms
	SIMPSOL YELLOW AD (SY14)	12055	Solvent Yellow 14
	SIMPSOL YELLOW AG (SY16)	12700	Solvent Yellow 16
	SIMPSOL YELLOW BH (SY28)	20010	Solvent Yellow 28
	SIMPSOL YELLOW EF (SY56)	11021	Solvent Yellow 56
	SIMPSOL RED BD (SR24)	26105	Solvent Red 24
	SIMPSOL RED BG (SR27)	26125	Solvent Red 27
	SIMPSOL RED C (SR3)	12010	Solvent Red 3
	SIMPSOL BLUE CE (SB35)	61554	Solvent Blue 35
	SIMPSOL BLUE CF (SB36)	61551	Solvent Blue 36
	SIMPSOL GREEN E (SG5)	59075	Solvent Green 5
	SIMPSOL GREEN G (SG7)	59040	Solvent Green 7
	SIMPSOL VIOLET AC (SV13)	60725	Solvent Violet 13
	SIMPSOL BLACK C (SBK 3)	26150	Solvent Black 3
	SIMPSOL BLACK 5 (SBK 5)	50415	Solvent Black 5
	SIMPSOL BLACK 27 (SBK27)	N/A	Solvent Black 27



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GLOBAL PRESENCE



Offices in 22 Countries

Manufacturing Units in 14 Countries

Application Labs in 14 Countries



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