



INNOVATING FOR YOU. WITH YOU.



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ROHA DAHEJ

ONE OF THE LARGEST **PIGMENT PRODUCTION**
FACTORIES IN INDIA

Roha Dyechem Pvt. Ltd.

Site Address : Plot No: Z/101, Dahej SEZ - II, Taluka - Vagra,
Dist - Bharuch, Gujarat - 392 130, India.



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 partnerships, 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.



» **15000 TONNES**
ANNUAL PRODUCTION
CAPACITY

» **PHTHALOCYANINE**
LARGEST FACTORY IN INDIA



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.



SIMPERM ORGANIC PIGMENTS

(FOR WATER, SOLVENT AND OIL BASED INKS)

SIMPERM is the trade name for our range of organic pigments for water, solvent and oil based Flexographic, Gravure, Lithographic, Offset, Inkjet and UV ink systems. 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.

Masstone	1/10 Tint	Product Code Color Index Simperm Trade Name	Light Fastness	Heat Resistance °C	Resistance Data				
					Ethanol	Ethyl Acetate	MEK	Alkali	Acid

		26590 Pigment Yellow 12 Yellow AB	3	180	4	3	3	5	5
		26473 Pigment Yellow 13 Yellow AC	5-6	200	5	4	4	5	5
		25630 Pigment Yellow 13 Yellow AC	4-5	180	5	4-5	4-5	5	5
		26257 Pigment Yellow 14 Yellow AD	5	200	5	3-4	3-4	5	5
		27221 Pigment Yellow 14 Yellow AD	5	180	5	3-4	3-4	5	5
		26549 Pigment Yellow 74 Yellow GD	5-6	180	3-4	3	3-4	4	5
		26524 Pigment Orange 5 Orange E	6	130	2-3	2	2	3-4	4-5
		26482 Pigment Orange 13 Orange AC	6	200	3	3	3	5	5
		26450 Pigment Red 2 Red B	7	140	2	1	1	4	2
		25618 Pigment Red 48:2 Red DH.B	5	200	2	3	2	4	5
		25633 Pigment Red 53:1 Red EC.A	3	130	4	2	2	4-5	4



Application Data														Colouristics
Paste Inks			UV Inks		WB Inks		SB Inks							
Sheeted	Heatset	Coldset	UV Sheeted	UV Flexo	Flexo Water Base	Textile Ink	Flexo Solvent Base	Polyvinyl (PV)	Nitro Cellulosus (NC)	Polyamide (PA)	Poly Urethane (PU)	NC/PA	NC/PU	

●	●	●	●		●										Semi opaque with red shade
					○	●									Semi transparent green shade
												●			Transparent yellow green shade
												●			Transparent red shade
						●	●								High transparent with low viscosity
						●	●								Transparent bright yellow shade for water base
						●									Opaque bright red shade for food contact
						●	●								Semi opaque red shade
						●	●								Yellow shade for water base
												●			Bright blue red for solvent base
												●			Yellow shade red for solvent base

● Highly Recommended

○ Recommended

EQUIPPED WITH ALL MODERN EQUIPMENTS

UV CURING MACHINE



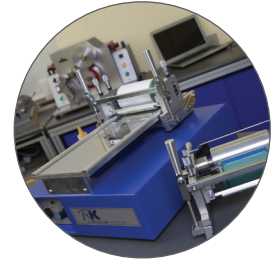
VISCOMETER



TRIPLE ROLL MILL



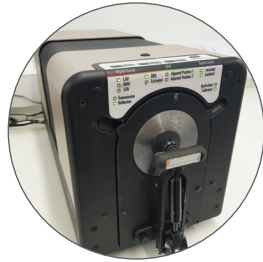
KPP PRINTING PROOFER



AUTOMATIC PIGMENT MULLER



COLOUREYE



VIBROSHAKER



LARAY VISCOMETER-92NSF



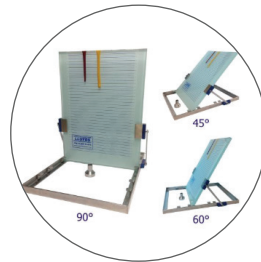
IGT PRINTABILITY TESTER



GLOSS-O-METER



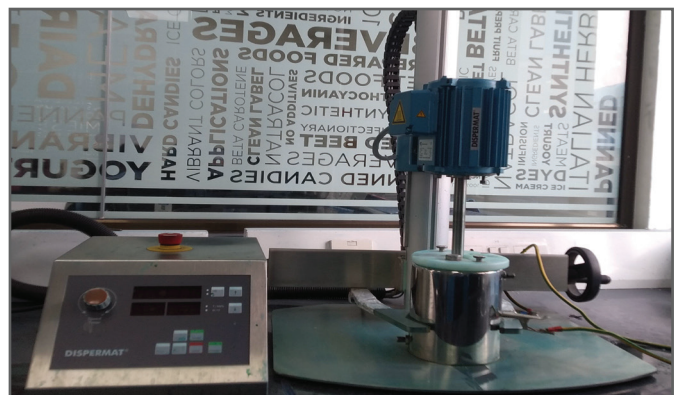
INK FLOW PLATE



OPACITY METER



LABORATORY



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

WE ARE COMPLIANT TO EUROPEAN PACKAGING



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.

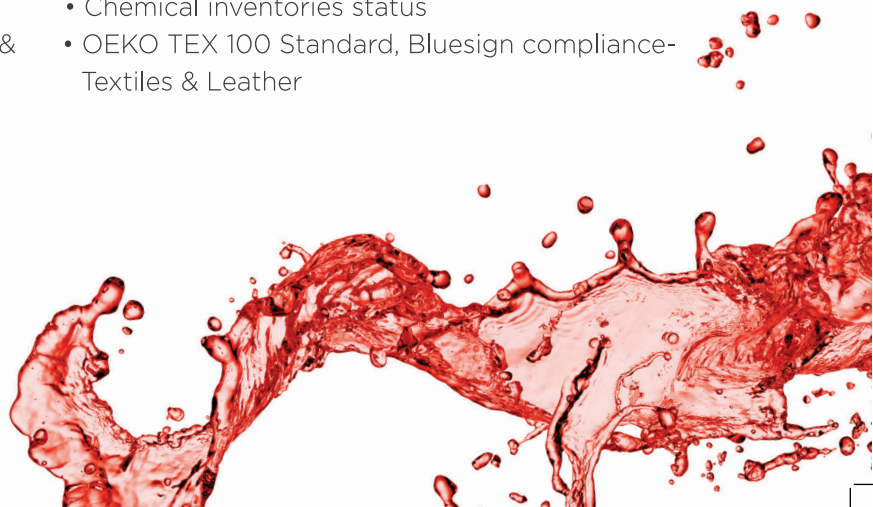
LABORATORY FACILITIES

- X-rite colereye & software
- Perkin Elmer UV-visible spectrophotometer
- Copley tap density machine
- Brookfield viscometer/viscosity flow cups
- Laser diffraction (particle size analysis)
- Moisture cum solid analyser
- Pigment muller
- Advance ink proofer
- Auto applicator
- Hegman gauge
- KPP printing proofer
- Laray viscometer
- Mars mill
- Triple roll mill
- UV curing machine
- Vibroshaker
- Flow glass plate
- 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 compliance
- Azo dyes (24 banned AZO amines)
- Substance of very high concern (SVHC)
- Chemical inventories status
- OEKO TEX 100 Standard, Bluesign compliance- Textiles & Leather

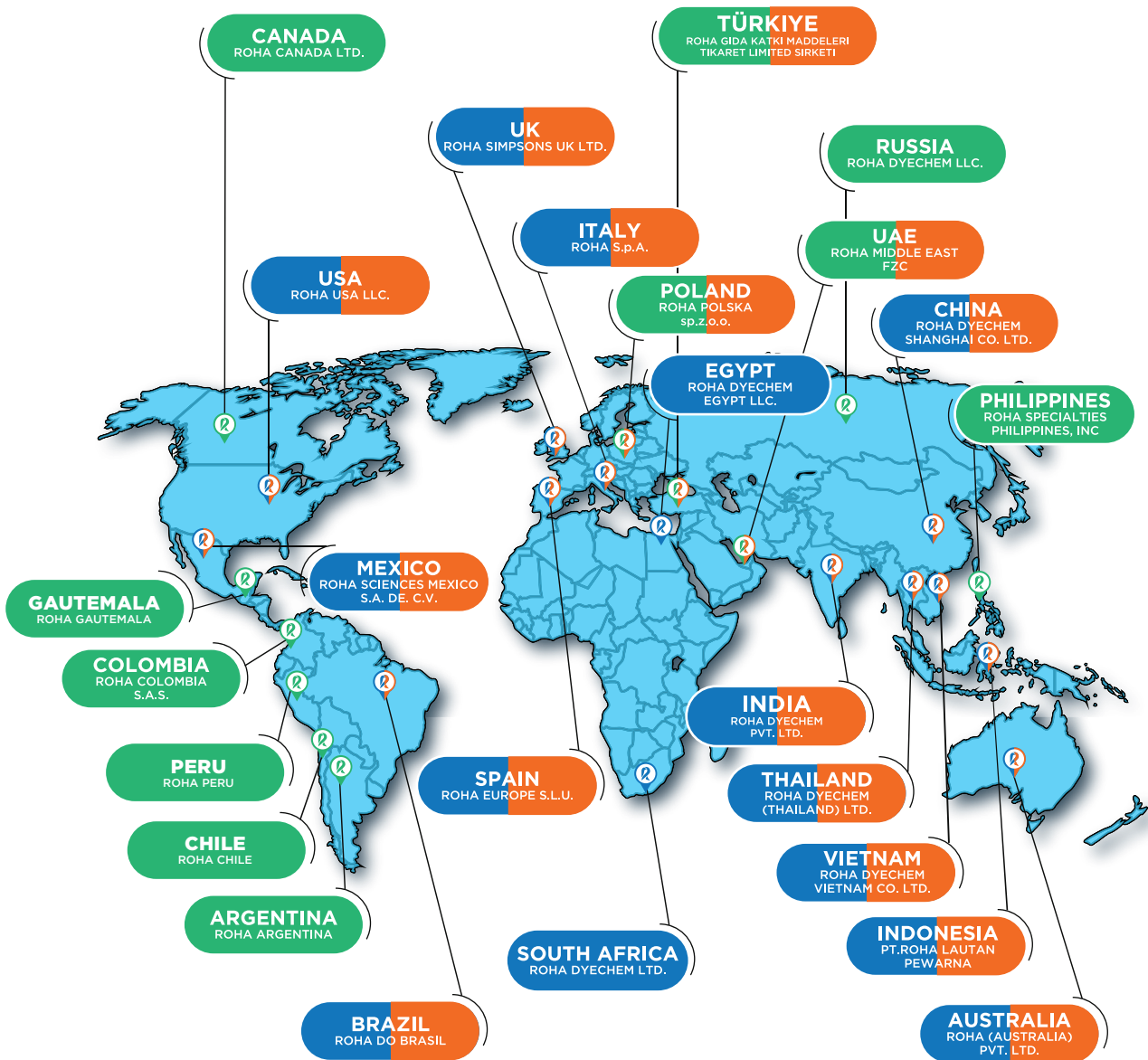


GLOBAL PRESENCE

Offices in 25 Countries

Manufacturing Units in 14 Countries

Application Labs in 14 Countries



MANUFACTURING, APPLICATION LAB, WAREHOUSE

ROHA SALES OFFICE & WAREHOUSE

SIMPSONS DIVISION

FOOD COLORS

DRIED INGREDIENTS

INDUSTRIAL COLORS

