



INNOVATING FOR YOU. WITH YOU.



S I M P S O N S

**PAINTS &
COATINGS**



ROHA DAHEJ

ONE OF THE LARGEST PIGMENTS PRODUCTION
FACTORY 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 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.



» **15000 TONNES**
ANNUAL PRODUCTION
CAPACITY

» **PTHALOCYANINE**
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.



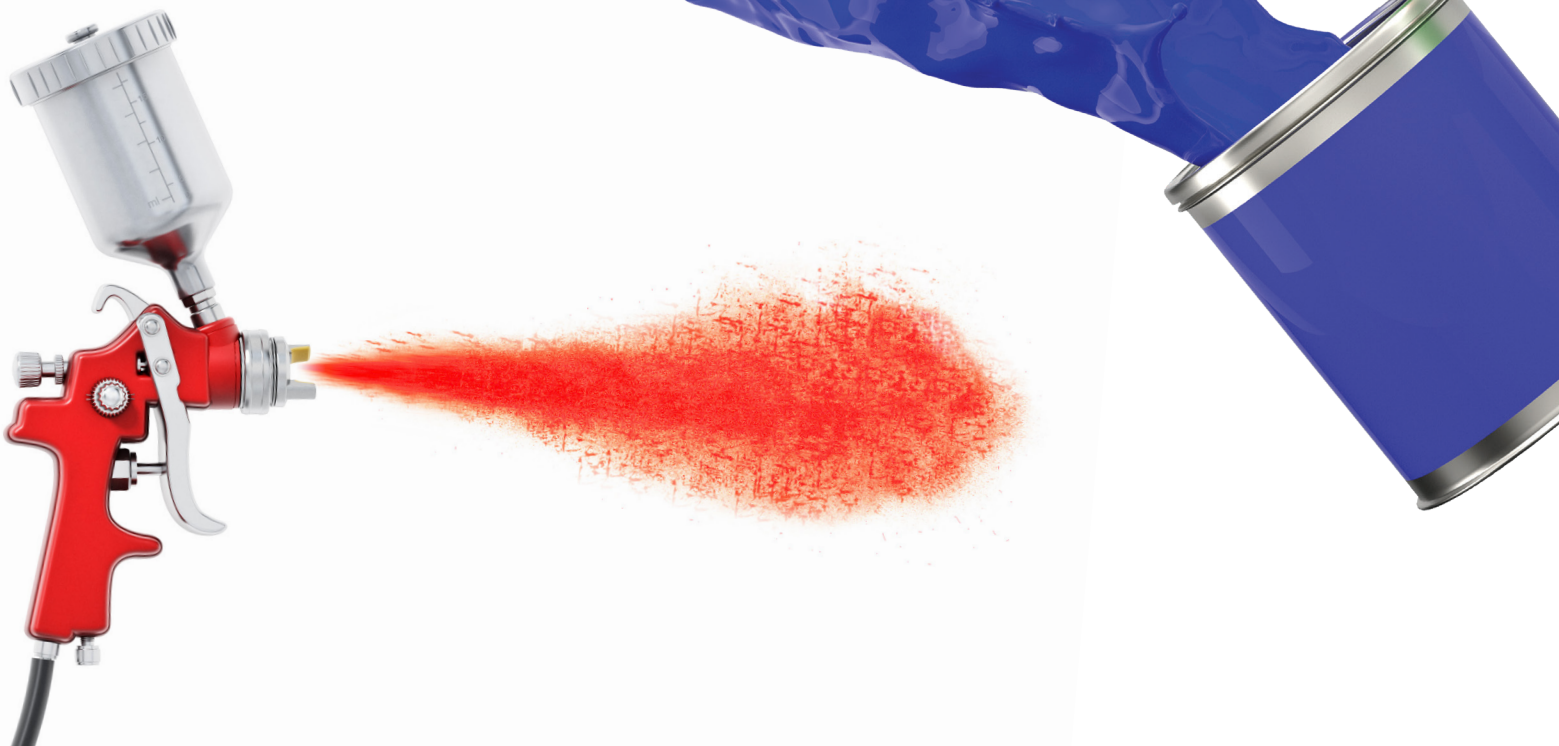
VALUES

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 PIGMENT - COLOR SWATCH

Product Description Tint Mass	Simper Product Name (C.I.)
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YELLOW A
PIGMENT YELLOW 1



YELLOW C
PIGMENT YELLOW 3



YELLOW AC
PIGMENT YELLOW 13



YELLOW GD
PIGMENT YELLOW 74 Opaque



YELLOW GD
PIGMENT YELLOW 74



YELLOW HC
PIGMENT YELLOW 83



YELLOW HC
PIGMENT YELLOW 83 Opaque



YELLOW ACH
PIGMENT YELLOW 138 Greenish Opaque



YELLOW ACI
PIGMENT YELLOW 139



YELLOW ACI
PIGMENT YELLOW 139 Reddish Opaque

Automotive Coatings*			Industrial Coatings*					Decorative Coatings*	
Refinish	OEM	Water Based	Solvent Based	Water Based	Amine Curing Epoxy	Coil Coatings	Powder Coatings	Solvent Based	Water Based

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DESCRIPTION

Illustrations are presented in tint and full tones.

■ Highly Recommended ● Recommended ○ Limited Suitability ◇ Not Suitable - Not Application Tested

SIMPERM ORGANIC PIGMENT - COLOR SWATCH

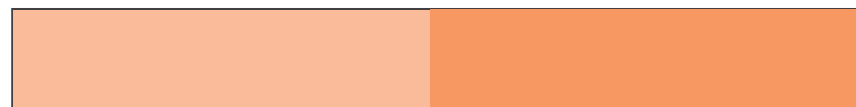
Product Description Tint Mass	Simper Product Name (C.I.)
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YELLOW AEA
PIGMENT YELLOW 151 Greenish



YELLOW AED
PIGMENT YELLOW 154



ORANGE E
PIGMENT ORANGE 5



ORANGE AC
PIGMENT ORANGE 13



ORANGE CD
PIGMENT ORANGE 34



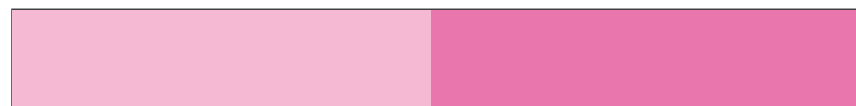
ORANGE CF
PIGMENT ORANGE 36



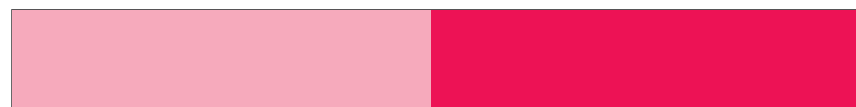
RED B
PIGMENT RED 2



RED AAB
PIGMENT RED 112



RED ABB
PIGMENT RED 122



RED ADF
PIGMENT RED 146 Yellowish

Automotive Coatings*			Industrial Coatings*				Decorative Coatings*		
Refinish	OEM	Water Based	Solvent Based	Water Based	Amine Curing Epoxy	Coil Coatings	Powder Coatings	Solvent Based	Water Based

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DESCRIPTION
Illustrations are presented in tint and full tones.

■ Highly Recommended ● Recommended ○ Limited Suitability ◇ Not Suitable - Not Application Tested

SIMPERM ORGANIC PIGMENT - COLOR SWATCH

Product Description Tint Mass	Simper Product Name (C.I.)
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	RED AGO PIGMENT RED 170 Bluish
	RED AHH PIGMENT RED 188 Semi Opaque
	RED BED PIGMENT RED 254
	VIOLET AI PIGMENT VIOLET 19
	VIOLET BC PIGMENT VIOLET 23 Reddish
	BLUE AE.O PIGMENT BLUE 15:0
	BLUE AE.A PIGMENT BLUE 15:1
	BLUE AE.B PIGMENT BLUE 15:2
	BLUE AE.C PIGMENT BLUE 15:3
	GREEN G PIGMENT GREEN 7 Bluish

DESCRIPTION
Illustrations are presented in tint and full tones.

Automotive Coatings*			Industrial Coatings*					Decorative Coatings*	
Refinish	OEM	Water Based	Solvent Based	Water Based	Amine Curing Epoxy	Coil Coatings	Powder Coatings	Solvent Based	Water Based

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■ Highly Recommended ● Recommended ○ Limited Suitability ◇ Not Suitable - Not Application Tested

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)
- 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 AP89.1 compliance
- Azo dyes (24 banned amines)
- Substance of very high concern (SVHC)
- EU Ecolabel
- Chemical inventories status



EQUIPPED WITH ALL MODERN MACHINERY

LAB BASKET MILL



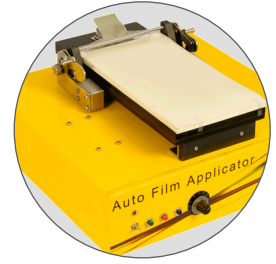
VISCOMETER



PYCNOMETER



AUTO FILM APPLICATOR



AUTOMATIC PIGMENT MULLER



COLOUREYE



VIBROSHAKER
































LABORATORY



SIMPSONS: DISPERSION PRODUCT LIST

SIMPSONS SIMPERSE 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-FE	Yellow 65	Monoazo	44	7	6-7
	SIMPERSE YELLOW S-GD	Yellow 74	Monoazo	43	6	5
	SIMPERSE YELLOW S-GD (0)	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 YELLOW S-ACH	Yellow 138	Quinopthalone	40	8	7-8
	SIMPERSE YELLOW S-AED	Yellow 154	Benzimidazolone	30	8	8
	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 supplies 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
	SIMPERSE YELLOW A-AC	Yellow 13	Disazo	40	5	4
	SIMPERSE YELLOW A-AG	Yellow 17	Diarylide	35	6	5
	SIMPERSE YELLOW A-DB	Yellow 42	Iron Oxide	60	8	8
	SIMPERSE YELLOW A-GD	Yellow 74	Monoazo	40	6	5
	SIMPERSE YELLOW A-HC	Yellow 83	Disazo	40	6-7	6
	SIMPERSE ORANGE A-CD	Orange 34	Disazo	37	5	4
	SIMPERSE RED A-B	Red 2	Monoazo	40	6	4
	SIMPERSE RED A-EG.A	Red 57,1	Monoazo	40	5	4-5
	SIMPERSE RED A-AOA	Red 101	Iron Oxide	55	8	8
	SIMPERSE RED A-AAB	Red 112	Monoazo	40	7	5
	SIMPERSE RED A-ADF	Red 146	Monoazo	40	5	4
	SIMPERSE RED A-AGO	Red 170	Monoazo	40	6	5
	SIMPERSE VIOLET A-BC	Violet 23	Carbazole	30	7-8	7
	SIMPERSE BLUE A-AE.O	Blue 15.0	Phthalocyanine	40	8	8
	SIMPERSE BLUE A-AE.C	Blue 15.3	Phthalocyanine	40	8	8
	SIMPERSE GREEN A-G	Green 7	Phthalocyanine	50	8	8
	SIMPERSE WHITE A-F	White 6	Titanium Dioxide	65	8	8
	SIMPERSE 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.

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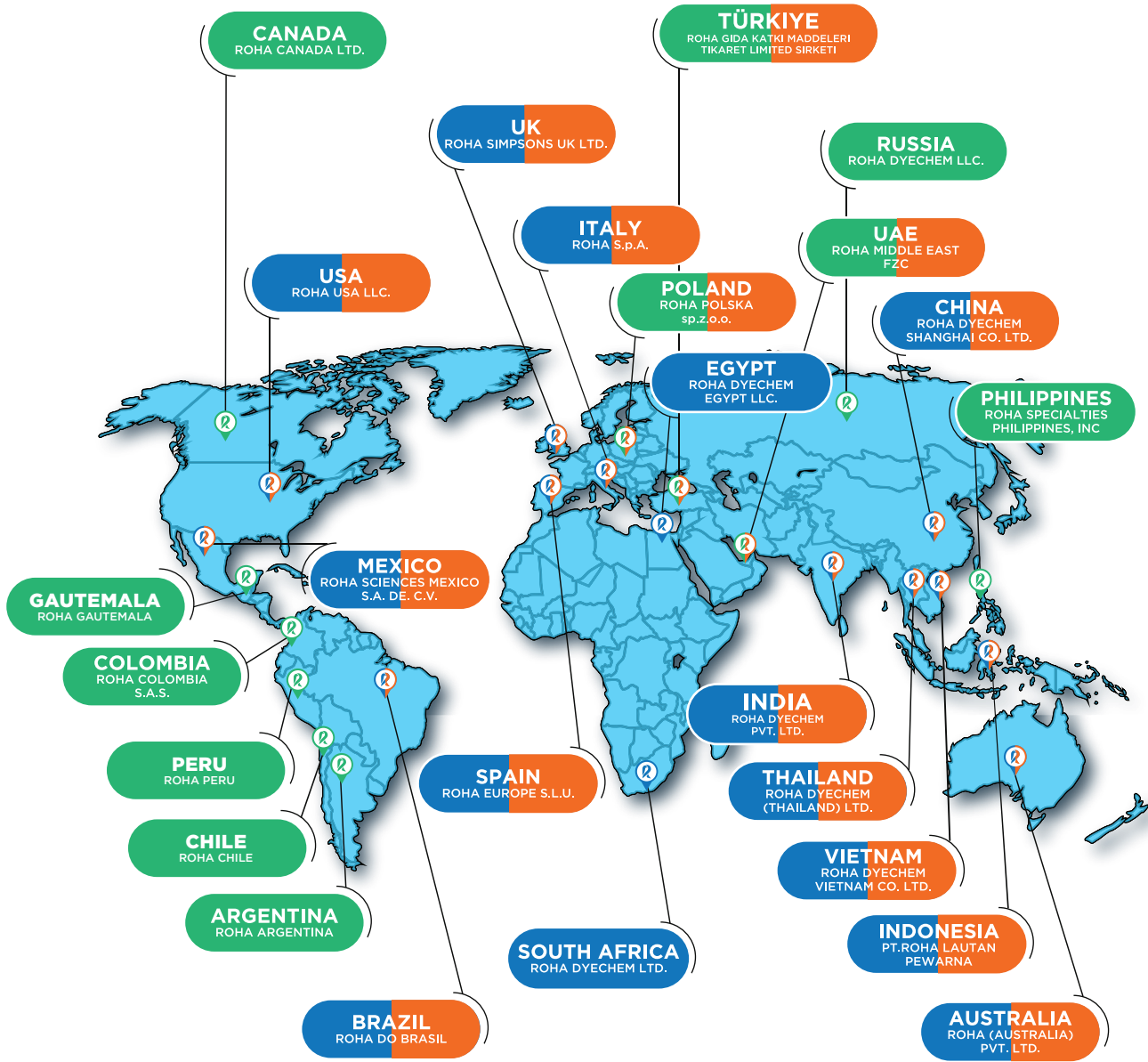
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GLOBAL PRESENCE

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

