



INNOVATING FOR YOU. WITH YOU.



SIMPSONS

PLASTIC
ORGANIC PIGMENTS



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.

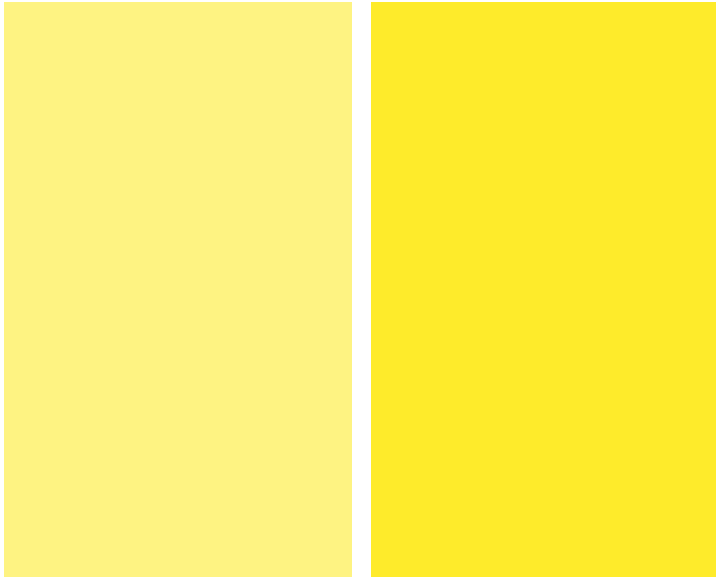


SIMPERM ORGANIC PIGMENTS - PLASTIC MASTERBATCH

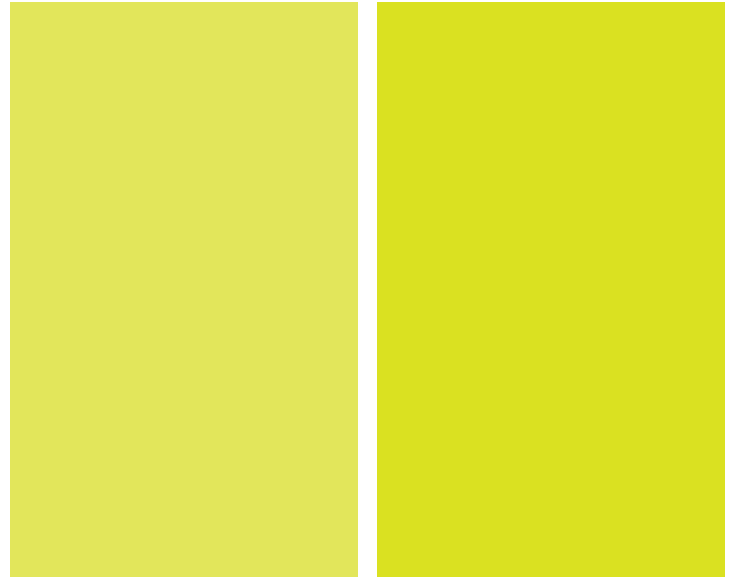
Product Name	CI Name	CI Number
SIMPERM YELLOW AC (PY13)	PIGMENT YELLOW 13	21100
SIMPERM YELLOW AD (PY14)	PIGMENT YELLOW 14	21095
SIMPERM YELLOW AG (PY17)	PIGMENT YELLOW 17	21105
SIMPERM YELLOW FB (PY62)	PIGMENT YELLOW 62	13940
SIMPERM YELLOW HC (PY83)	PIGMENT YELLOW 83	21108
SIMPERM YELLOW ACH (PY138)	PIGMENT YELLOW 138	56300
SIMPERM YELLOW ACI (PY139)	PIGMENT YELLOW 139	56298
SIMPERM YELLOW AEE (PY155)	PIGMENT YELLOW 155	200310
SIMPERM YELLOW AFH (PY168)	PIGMENT YELLOW 168	13960
SIMPERM YELLOW AHO (PY180)	PIGMENT YELLOW 180	21290
SIMPERM YELLOW AHC (PY183)	PIGMENT YELLOW 183	18792
SIMPERM ORANGE CD (PO34)	PIGMENT ORANGE 34	21115
SIMPERM ORANGE FD (PO64)	PIGMENT ORANGE 64	12760
SIMPERM RED DH:B (PR48.2)	PIGMENT RED 48.2	15865.2
SIMPERM RED DH:C (PR48.3)	PIGMENT RED 48.3	15865.3
SIMPERM RED EC:A (PR53.1)	PIGMENT RED 53.1	15585.1
SIMPERM RED EG:A (PR57:1)	PIGMENT RED 57.1	15850.1
SIMPERM RED ABB (PR122)	PIGMENT RED 122	73915
SIMPERM RED AGO F3RK (PR170)	PIGMENT RED 170 Yellowish F3RK	12475
SIMPERM RED AGO F5RK (PR170)	PIGMENT RED 170 Bluish F5RK	12475
SIMPERM RED BED (PR254)	PIGMENT RED 254	56110
SIMPERM VIOLET BC (PV23)	PIGMENT VIOLET 23	51319
SIMPERM BLUE AE:A (PB15:1)	PIGMENT BLUE 15.1	74160
SIMPERM BLUE AE:C (PB15:3)	PIGMENT BLUE 15.3	74160
SIMPERM GREEN G (PG7)	PIGMENT GREEN 7	74260



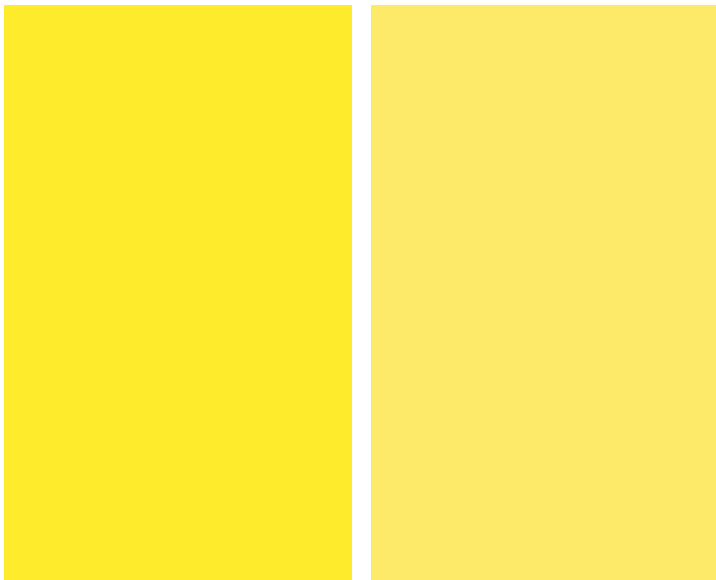
SIMPERM ORGANIC PIGMENTS - PLASTIC MASTERBATCH



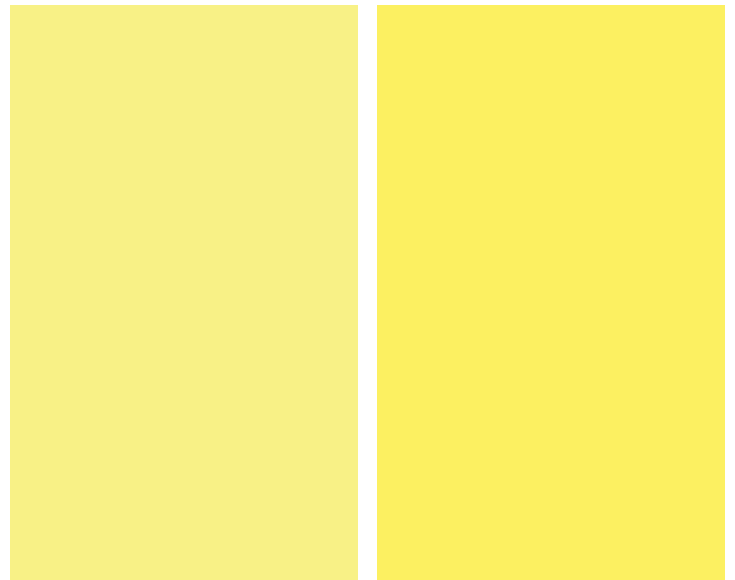
YELLOW AC (PY13)



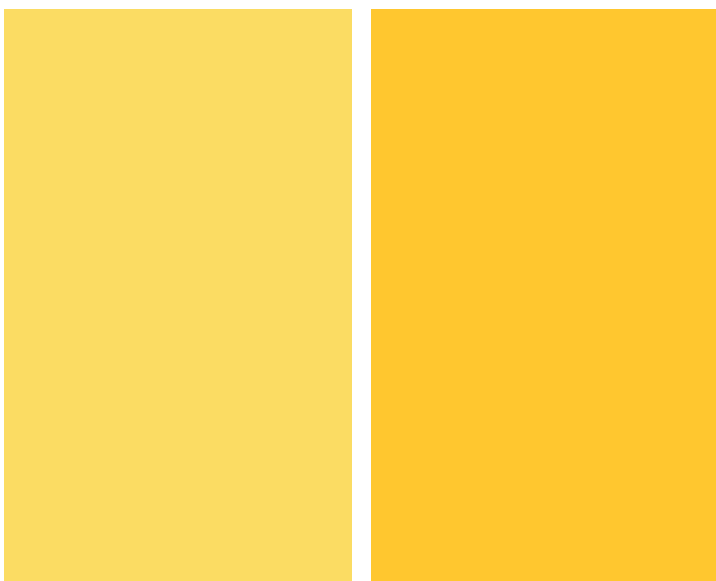
YELLOW FB (PY62)



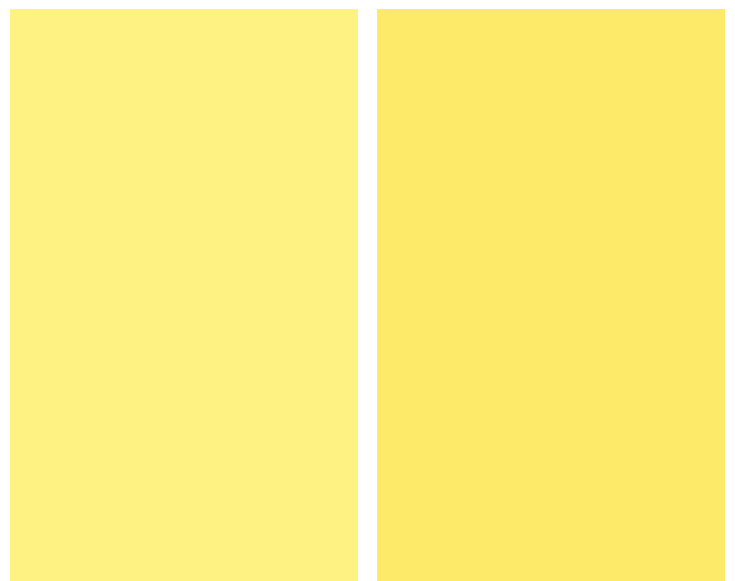
YELLOW HC (PY83)



YELLOW ACH (PY138)

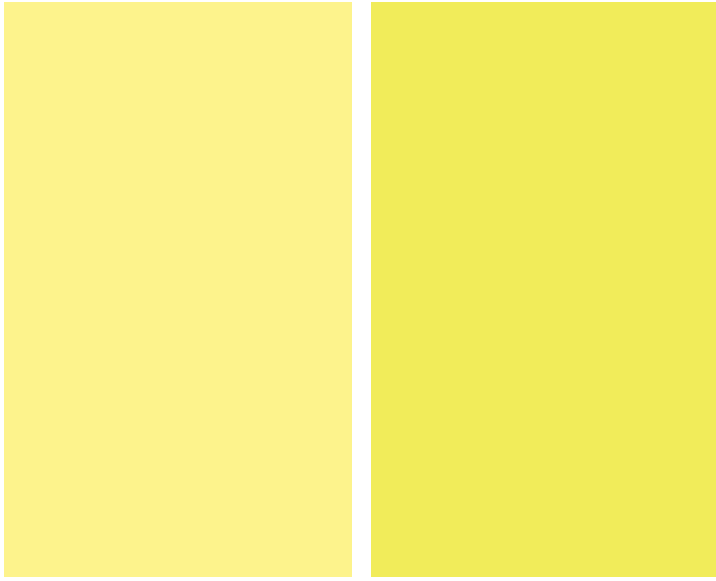


YELLOW ACI (PY139)

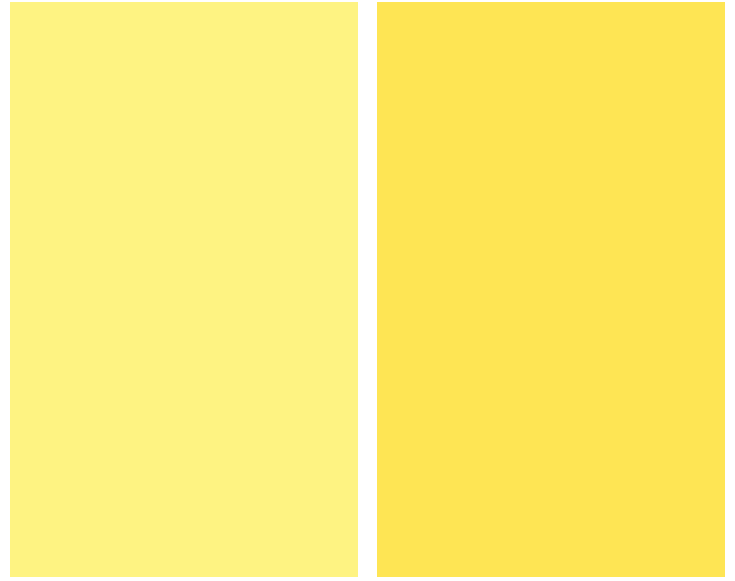


YELLOW AEE (PY155)

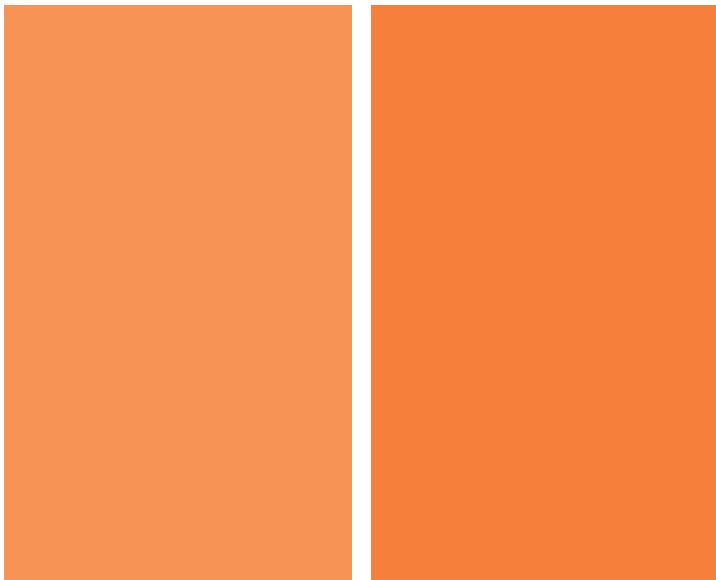
SIMPERM ORGANIC PIGMENTS - PLASTIC MASTERBATCH



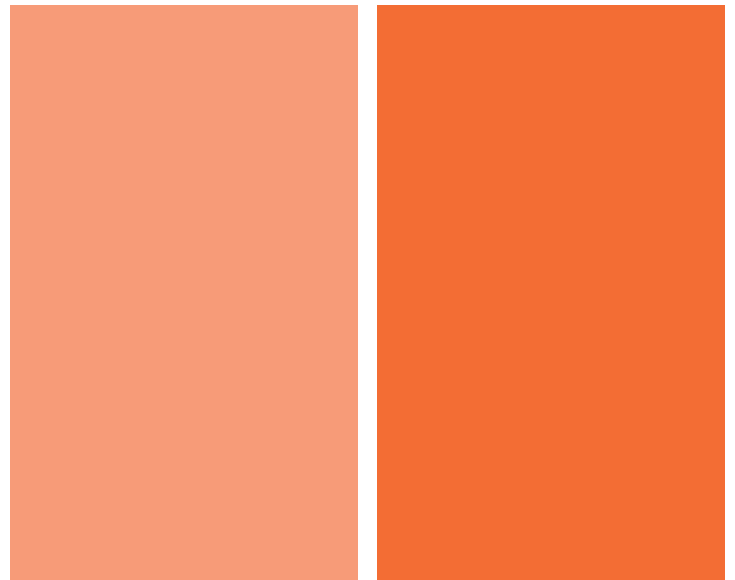
YELLOW AFH (PY168)



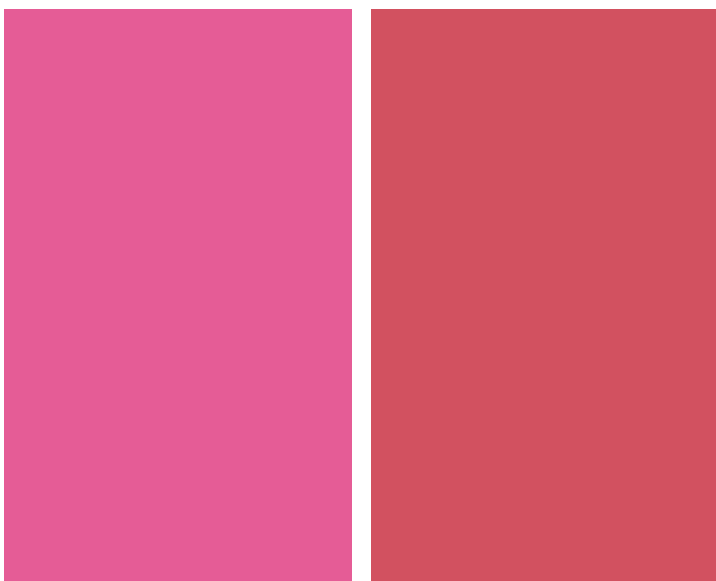
YELLOW AHO (PY180)



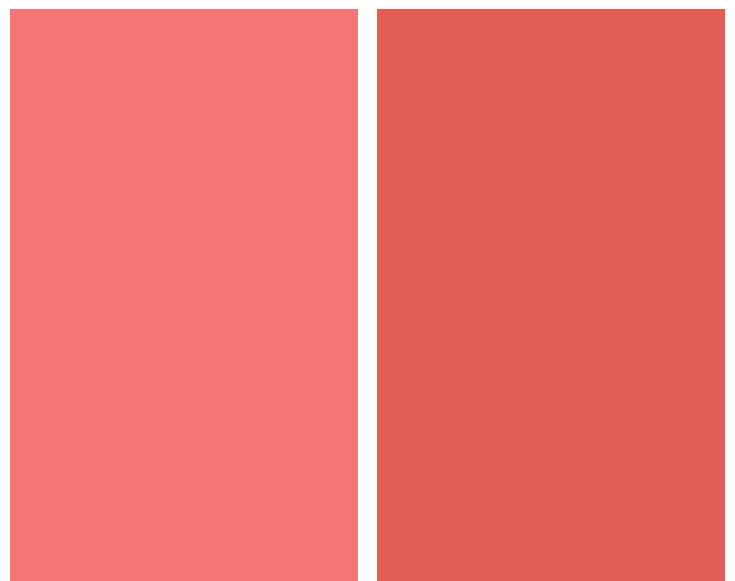
ORANGE CD (PO34)



ORANGE FD (PO64)

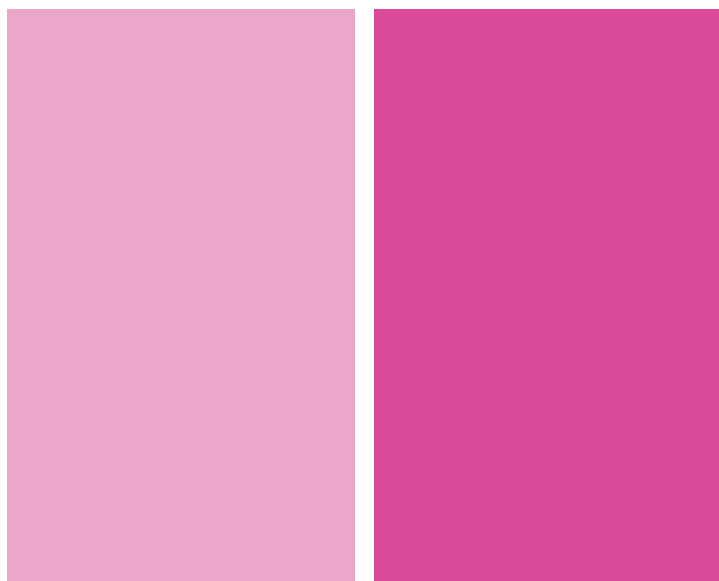


RED DH:B (PR48.2)

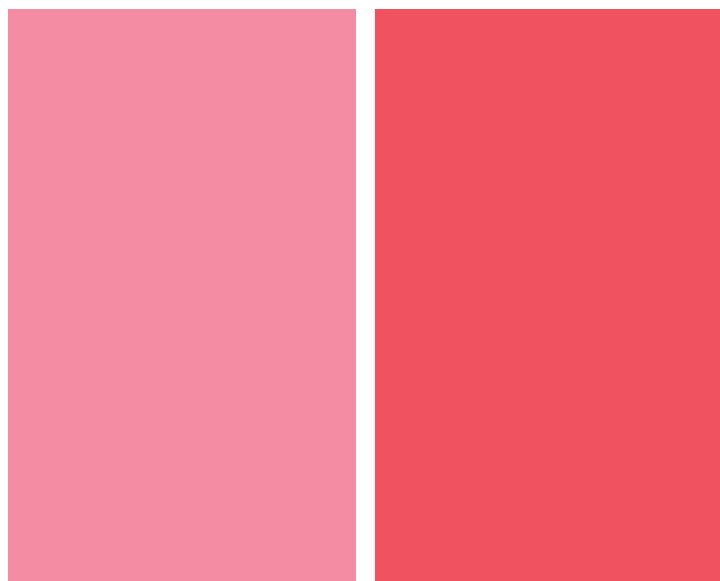


RED EC.A (PR53.1)

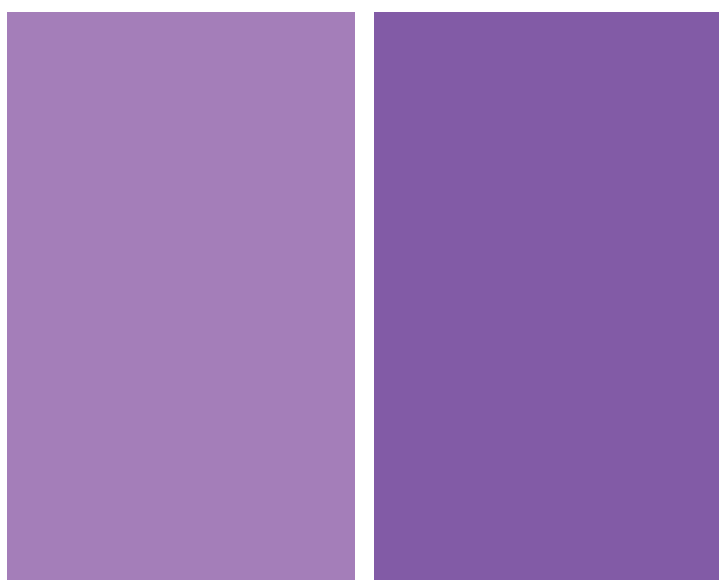
SIMPERM ORGANIC PIGMENTS - PLASTIC MASTERBATCH



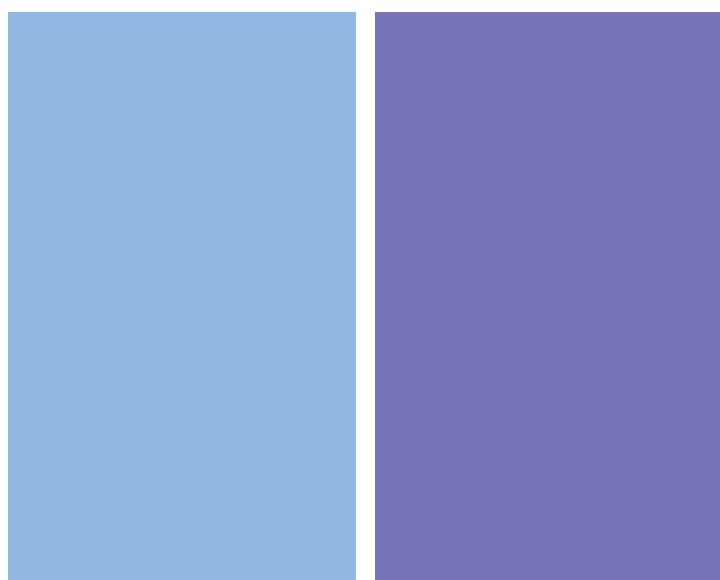
RED ABB (PR122)



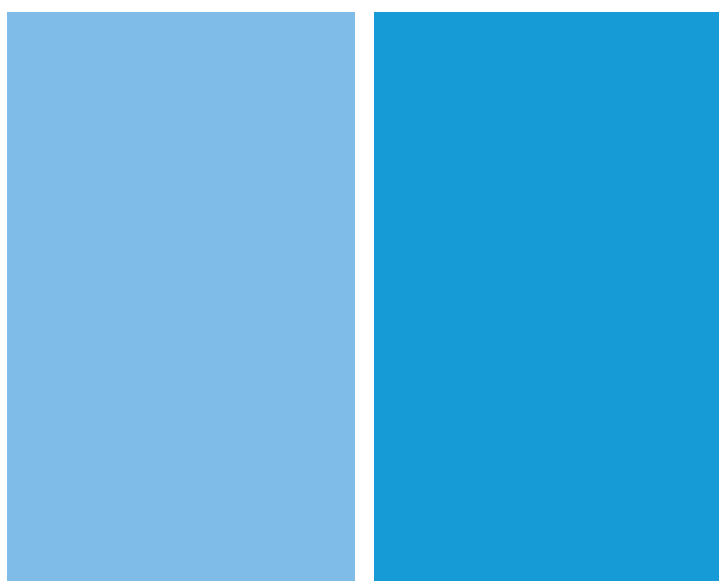
RED BED (PR254)



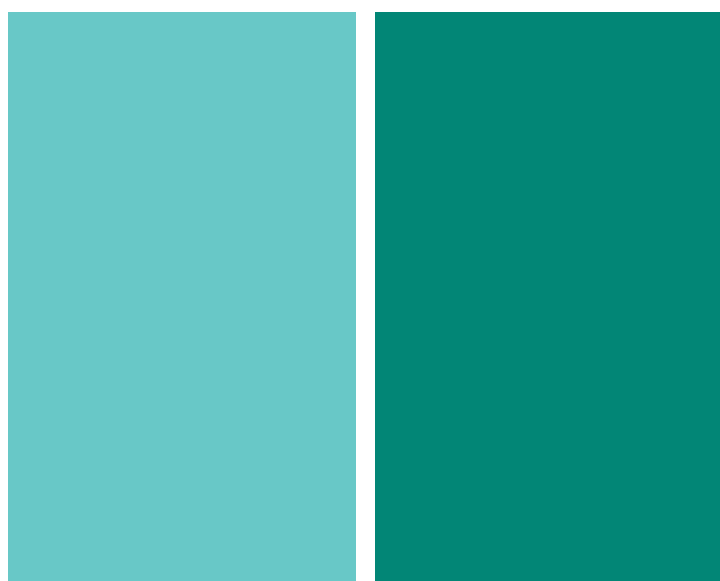
VIOLET BC (PV23)



BLUE AE:A (PB15.1)



BLUE AE:C (PB15.3)



GREEN G (PG7)

DISCLAIMER The colour shades illustrated within this publication are designed to give general idea of the color characteristics of each product, not a guarantee of how the product will look in a particular formulation. Different viewing monitors and screen resolutions as well as the specific application may give a different variation of the actual color.

EQUIPPED WITH ALL MODERN MACHINERIES

BENCH TOP
HIGH SPEED MIXER



COMPACT FILM
BLOWING LINE



FILTER PRESSURE
TEST MACHINE



PELLETIZER



SINGLE SCREW
EXTRUDER



TWIN ROLL MILL



TWIN SCREW
EXTRUDER



WATER BATH



LABORATORY



Simperm Product Name	PVC-P	PVC-U	LDPE / LLDPE	HDPE	PP	PS	ABS	SAN	PET
YELLOW AC (PY13)	○	■	○	○	○	◇	○	◇	◇
YELLOW AD (PY14)	●	●	○	○	○	◇	◇	-	◇
YELLOW AG (PY17)	○	●	○	○	◇	◇	◇	-	◇
YELLOW FB (PY62)	○	○	●	●	●	○	○	-	○
YELLOW HC (PY83)	○	■	○	○	○	○	○	◇	◇
YELLOW ACH (PY138)	■	○	■	■	■	○	○	○	-
YELLOW ACI (PY139)	●	●	●	●	●	◇	◇	◇	◇
YELLOW AEE (PY155)	-	○	●	●	●	●	◇	-	◇
YELLOW AFH (PY168)	●	●	■	■	○	○	◇	-	◇
YELLOW AHO (PY180)	-	■	■	■	●	●	●	-	○
YELLOW AHC (PY183)	●	●	●	●	●	●	●	-	◇
ORANGE CD (PO34)	○	●	○	○	◇	◇	◇	◇	◇
ORANGE FD (PO64)	○	■	■	■	■	●	■	-	-
RED DH:B (PR48.2)	■	■	■	■	■	●	◇	-	◇
RED DH:C (PR48.3)	○	■	■	■	■	●	○	-	◇
RED EC.A (PR53.1)	○	■	■	■	■	●	●	◇	◇
RED EG:A (PR57.1)	○	■	■	■	■	○	-	-	-
RED ABB (PR122)	●	●	●	●	●	●	●	-	○
RED AGO F3RK (PR170)	○	○	■	■	■	-	◇	-	◇
RED AGO F5RK (PR170)	○	○	■	■	■	-	◇	-	◇
RED BED (PR254)	■	■	■	■	■	○	○	-	◇
VIOLET BC (PV23)	○	■	■	■	■	●	○	-	◇
BLUE AE:A (PB15.1)	●	●	●	●	●	●	●	●	○
BLUE AE:C (PB15.3)	●	●	●	●	●	●	●	●	●
GREEN G (PG7)	●	●	●	●	●	●	●	●	○

PBT	PC	SB	PA6	POM	PUR	PMMA	RUBBER	TPU	TPO	LIGHT FASTNESS	Heat Resistance (°C)
-	◇	-	◇	-	○	-	●	-	-	6 - 7	200
◇	◇	◇	◇	-	○	-	-	-	-	6 - 7	200
◇	◇	-	◇	-	○	-	●	-	-	6 - 7	200
○	○	-	◇	-	-	◇	●	-	-	6 - 7	240
-	◇	-	◇	-	○	-	●	-	-	6 - 7	200
◇	◇	-	◇	-	■	◇	-	-	-	7 - 8	260
◇	◇	○	◇	◇	○	◇	○	○	○	7 - 8	240
◇	◇	-	◇	○	-	-	●	-	-	7 - 8	240
-	◇	◇	◇	-	○	-	-	-	-	6 - 7	240
●	●	-	◇	-	-	○	●	-	-	6 - 7	280
-	○	●	◇	-	●	●	-	-	-	7 - 8	300
◇	◇	●	◇	◇	●	◇	●	◇	◇	6 - 7	200
○	○	-	◇	-	■	-	-	-	-	7 - 8	300
◇	◇	-	◇	-	-	-	-	-	-	6 - 7	240
◇	◇	-	◇	-	●	-	●	-	-	5 - 6	240
◇	●	-	◇	-	-	-	-	-	-	3 - 4	260
-	-	-	◇	-	○	-	●	-	-	6 - 7	240
-	●	-	○	-	●	-	-	-	-	7 - 8	280
◇	◇	-	◇	-	■	-	-	-	-	7 - 8	200
◇	◇	-	◇	-	■	-	-	-	-	7 - 8	250
○	◇	-	◇	-	●	-	-	-	-	7 - 8	280
◇	◇	-	○	-	■	-	-	-	-	7 - 8	240
●	●	●	○	-	●	●	●	●	●	7 - 8	300
●	●	-	○	●	●	●	-	-	-	7 - 8	280
●	●	●	○	●	●	●	●	●	●	7 - 8	300

■ Highly Recommended ● Recommended ○ Limited Suitability ◇ Not Suitable - No Information Available

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 coloreye & software
- Perkin Elmer UV-visible spectrophotometer
- Computerized two roll mill with digital control
- Blown film with single screw extruder
- Dispermat basket mill
- Conductivity meter
- pH meter
- Filter Pressure value machine By Dr Coolins
- X-rite light box
- Laser diffraction (particle size analysis)
- Filter pressure value equipment
- Lab size twin screw extruder for master batch
- Copley tap density machine
- Brookfield viscometer/viscosity flow cups
- High performance liquid chromatography

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:

We can also offer compliance with the following regulations upon specific request:

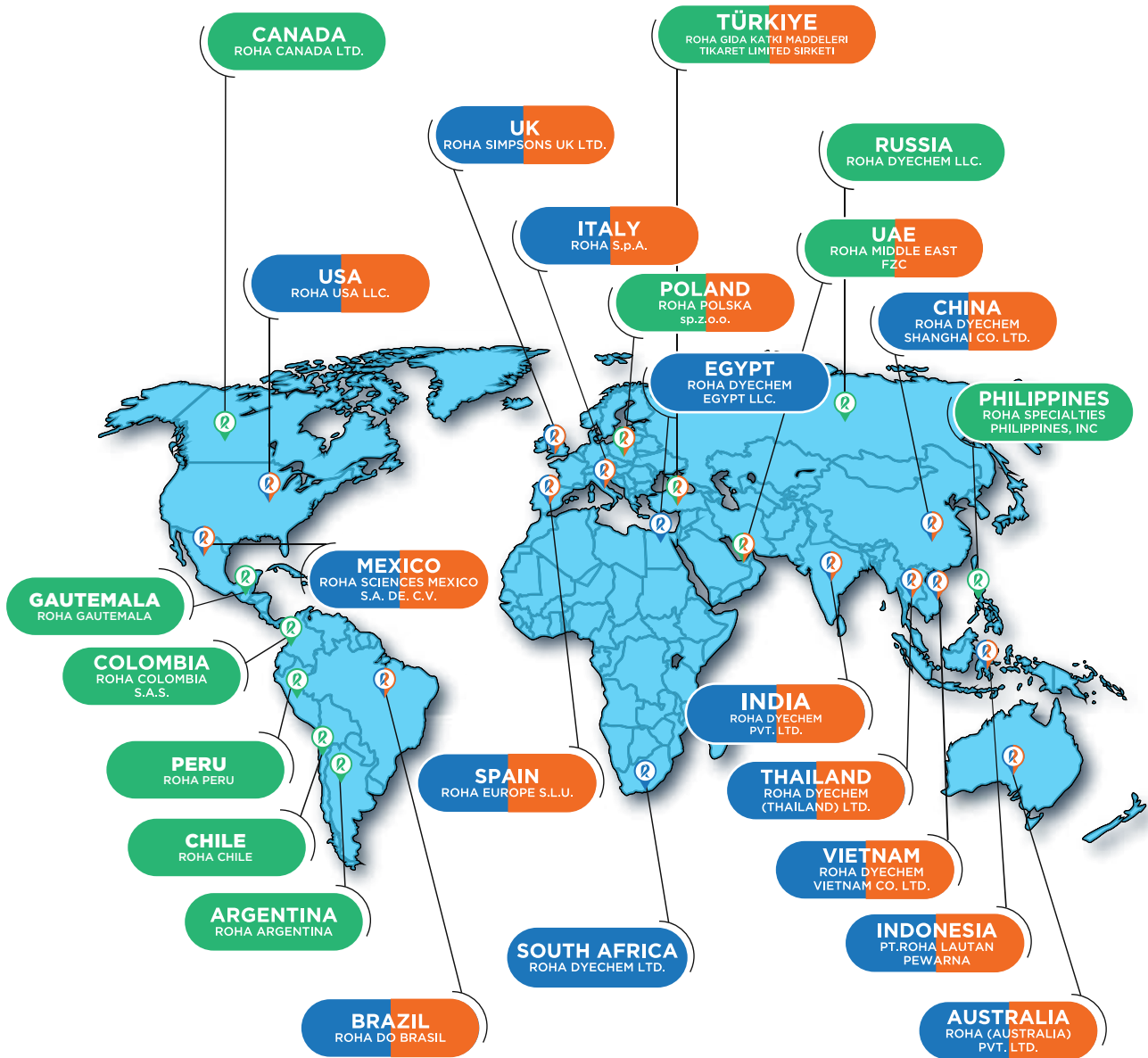
- EU REACH Registration
- Heavy Metal Packaging Waste (94/62/EC)
- AZO dyes - 24 banned amines (2002/61/EC & amendments)
- Global Multilingual EU GHS and GHS MSDS, CLP Regulation compliance – hazardous product labelling
- EU Directive 94/62/EC, CONEG USA - Heavy metals compliance
- RoHS directive
- EU SVHC Candidate list compliance
- EU Toys EN71.3:2019 (2009/48/EC – 19 elements), Category III
- Council of Europe resolution AP89:1 purity criteria for food contact plastic colourants

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

