



INNOVATING FOR YOU. WITH YOU.



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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 with our clients to 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 PRODUCT RANGE

Simpsons dyes and pigments for inks applications are suitable for use in a variety of resins and binders to produce inks with suitable properties for a range of printing techniques, including:

- Flexographic
- UV inks
- Gravure
- Digital
- Offset
- Inkjet

PACKAGING AND LABELS

High quality pigments with resistance to abrasion and water fastness, as expected from a packaging ink. Selected pigments and dyes can be used in Gravure, Flexographic and Inkjet inks for printing a vast array of packaging and label substrates such as paper and card packets, dairy product tubs, building material containers, cosmetic/toiletry tubes, paper wrappers and plastic films.



METAL DECORATIVE INKS

Selected pigments for use in Lithographic, Offset and Gravure inks for printing metal and foil substrates. Solvent dyes are ideal for applications where high transparency, color strength and good light fastness are essential.



MAGAZINES AND STATIONERY

Selected pigments and dyes for use in Gravure and Flexographic inks for production of catalogues, magazines, publication printing and stationery.



HOME FURNISHINGS

Highly colored, durable pigments and dyes for Gravure and Flexographic inks used to print materials for home furnishing, from wallpaper and decorative wall panels to decorative panels and sheeting for furniture.



SECURITY INKS

Selected pigments and dyes for use in Inkjet inks for security applications and barcode printing.



ARTS AND CRAFTS

Pigments and dyes that can be used in writing, stamp inks and artist colors for decorative art. They can also be used for the coloration of paper and textiles.



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
- Exakt triple roll mill with digital control
- Laser Diffraction (Particle size analysis)
- Brookfield viscometer/viscosity flow cups
- X-rite light box
- Copley tap density machine
- Dispermat basket mill
- Conductivity meter
- Ohaus moisture balance
- pH meter
- Gloss meter
- Opacity meter
- Red Devil shaker
- RK control coater

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



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



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.

Hue	Product Name	C.I. Name	C.I. Number	Hue	Product Name	C.I. Name	C.I. Number
	SIMPERM YELLOW A (PY1)	Pigment Yellow 1	11680		SIMPERM RED EC.A (PR53:1)	Pigment Red 53:1	15585:1
	SIMPERM YELLOW C (PY3)	Pigment Yellow 3	11710		SIMPERM RED EG.A (PR57:1)	Pigment Red 57:1	15850:1
	SIMPERM YELLOW AB (PY12)	Pigment Yellow 12	21090		SIMPERM RED AAB (PR112)	Pigment Red 112	12370
	SIMPERM YELLOW AC (PY13)	Pigment Yellow 13	21100		SIMPERM RED ABB (PR122)	Pigment Red 122	-
	SIMPERM YELLOW AD (PY14)	Pigment Yellow 14	21095		SIMPERM RED ADF (PR146)	Pigment Red 146	12485
	SIMPERM YELLOW AG (PY17)	Pigment Yellow 17	21105		SIMPERM RED AGO (PR170) F3RK	Pigment Red 170	12475
	SIMPERM YELLOW GD (PY74)	Pigment Yellow 74	11741		SIMPERM RED AGO (PR170) F5RK	Pigment Red 170	12475
	SIMPERM YELLOW HC (PY83)	Pigment Yellow 83	21108		SIMPERM RED AGF (PR176)	Pigment Red 176	12515
	SIMPERM YELLOW AEE (PY155)	Pigment Yellow 155	200310		SIMPERM RED BED (PR254)	Pigment Red 254	56110
	SIMPERM YELLOW AHO (PY180)	Pigment Yellow 180	21290		SIMPERM VIOLET AI (PV19)	Pigment Violet 19	73900
	SIMPERM ORANGE E (PO5)	Pigment Orange 5	12075		SIMPERM VIOLET BC (PV23)	Pigment Violet 23	51319
	SIMPERM ORANGE AC (PO13)	Pigment Orange 13	21110		SIMPERM BLUE AE:A (PB15:0)	Pigment Blue 15:0	74160
	SIMPERM ORANGE CD (PO34)	Pigment Orange 34	21115		SIMPERM BLUE AE:C (PB15:3)	Pigment Blue 15:3	74160
	SIMPERM ORANGE FD (PO64)	Pigment Orange 64	12760		SIMPERM BLUE AE:D (PB15:4)	Pigment Blue 15:4	74160
	SIMPERM RED B (PR2)	Pigment Red 2	12310		SIMPERM GREEN G (PG7)	Pigment Green 7	74260
	SIMPERM RED DH:B (PR48:2)	Pigment Red 48:2	15865:2				

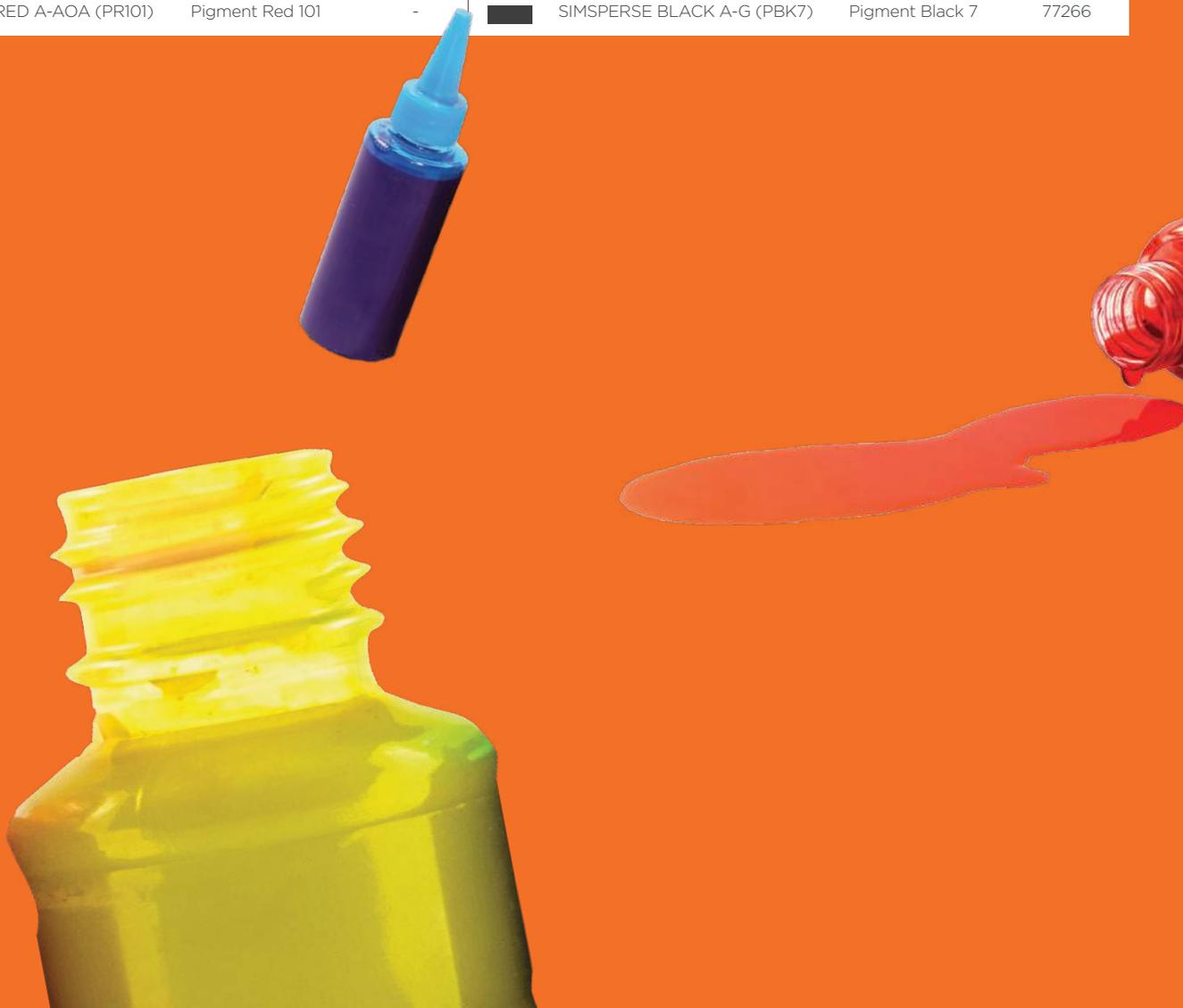


SIMSPERSE A

(ACRYLIC DISPERSION RANGE)

SIMSPERSE A is a range of pigment dispersions based on a styrenated Acrylic resin. These are free flowing high strength concentrates for aqueous applications especially inks and construction materials. These are NPE/APE free and are also free of MIT. This range offers benefits such as high gloss and transparency in ink applications and excellent compatibility in construction application demands.

Hue	Product Name	C.I. Name	C.I. Number	Hue	Product Name	C.I. Name	C.I. Number
	SIMSPERSE YELLOW A-AC (PY13)	Pigment Yellow 13	-		SIMSPERSE RED A-AAB (PR112)	Pigment Red 112	12370
	SIMSPERSE YELLOW A-AG (PY17)	Pigment Yellow 17	-		SIMSPERSE RED A-ADF (PR146)	Pigment Red 146	-
	SIMSPERSE YELLOW A-DB (PY42)	Pigment Yellow 42	-		SIMSPERSE RED A-AGO (PR170)	Pigment Red 170	-
	SIMSPERSE YELLOW A-GD (PY74)	Pigment Yellow 74	-		SIMSPERSE VIOLET A-BC (PV23)	Pigment Violet 23	51319
	SIMSPERSE YELLOW A-HC (PY83)	Pigment Yellow 83	-		SIMSPERSE BLUE A-AE.O (PB15.0)	Pigment Blue 15:0	74160
	SIMSPERSE ORANGE A-CD (PO34)	Pigment Orange 34	21115		SIMSPERSE BLUE A-AE.C (PB15.3)	Pigment Blue 15:3	74160
	SIMSPERSE RED A-B (PR2)	Pigment Red 2	-		SIMSPERSE GREEN A-G (PG7)	Pigment Green 7	74260
	SIMSPERSE RED A-EG.A (PR57:1)	Pigment Red 57:1	-		SIMSPERSE WHITE A-F (PW6)	Pigment White 6	77891
	SIMSPERSE RED A-AOA (PR101)	Pigment Red 101	-		SIMSPERSE BLACK A-G (PBK7)	Pigment Black 7	77266



SIMACID (ACID DYES)

SIMACID is the trade name for our range of acid dyes. They 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 Flexographic and Gravure inks, these dyes are known for their vibrant colors and high strength.

Hue	Product Name	C.I. Name	C.I. Number	Hue	Product Name	C.I. Name	C.I. Number
	SIMACID YELLOW AG (AY17)	Acid Yellow 17	18965		SUNSET YELLOW	-	15985
	SIMACID ORANGE AO (AO10)	Acid Orange 10	16230		ALLURA RED AC	-	16035
	SIMACID RED EB (AR52)	Acid Red 52	45100		CARMOISINE	Acid Red 14	14720
	SIMACID RED (AR87) EOSINE Y	Acid Red 87	45380		PONCEAU 4R	Acid Red 18	16255
	SIMACID RED BDI (AR249)	Acid Red 249	18134		AMARANTH (AR27)	Acid Red 27	16185
	SIMACID VIOLET AG (AV17)	Acid Violet 17	-		ERYTHROSINE (AR51)	Acid Red 51	45430
	SIMACID VIOLET DI (AV49)	Acid Violet 49	-		PATENT BLUE V	Acid Blue 3	42051
	SIMACID BLUE A (ABL1)	Acid Blue 1	42045		BRILLIANT BLUE	Acid Blue 9	42090
	SIMACID BLUE I (ABL9)	Acid Blue 9	42090		INDIGO CARMINE (ABL74)	Acid Blue 74	73015
	SIMACID BLUE IC (ABL93)	Acid Blue 93	42780		FAST GREEN FCF	-	-
	SIMACID BLACK BK (ABK2)	Acid Black 2	-		GREEN-S	Acid Green 50	-
	QUINOLINE YELLOW	Acid Yellow 3	47005		BROWN HT	-	-
	TARTRAZINE	Acid Yellow 23	19140		BLACK PN	-	-

SIMBASE (BASIC DYES)

SIMBASE is the trade name for our range of basic dyes. They 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. Available in powder, crystal and acetic acid stabilised liquid forms. Suitable for use in various applications, such as Flexographic and Gravure inks, these dyes are known for their vibrant colors and high strength.

Hue	Product Name	C.I. Name	C.I. Number	Hue	Product Name	C.I. Name	C.I. Number
	SIMBASE AURAMINE O (BY2)	Basic Yellow 2	41000		SIMBASE MAGENTA FUCHSIN (BV14)	Basic Violet 14	42510
	SIMBASE METHYL VIOLET 2B (BV1)	Basic Violet 1	42535		SIMBASE VICTORIA BLUE BO (BB7)	Basic Blue 7	42595
	SIMBASE ETHYL VIOLET (BV4)	Basic Violet 4	-		SIMBASE BRILLIANT GREEN (BG1)	Basic Green 1	42040
	SIMBASE VIOLET AO (BV10)	Basic Violet 10	45170				



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 in addition to 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 Inkjet, Writing, Flexographic and Gravure inks.

Hue	Product Name	C.I. Name	C.I. Number	Hue	Product Name	C.I. Name	C.I. Number
	SIMPSOL YELLOW AD (SY14)	Solvent Yellow 14	12055		SIMPSOL RED ABB (SR122)	Solvent Red 122	12716
	SIMPSOL YELLOW BA (SY21)	Solvent Yellow 21	18690		SIMPSOL RED ABD (SR124)	Solvent Red 124	-
	SIMPSOL YELLOW EF (SY56)	Solvent Yellow 56	11021		SIMPSOL RED ABG (SR127)	Solvent Red 127	-
	SIMPSOL YELLOW GI (SY79)	Solvent Yellow 79	-		SIMPSOL BLUE CE (SB35)	Solvent Blue 35	61554
	SIMPSOL YELLOW HB (SY82)	Solvent Yellow 82	-		SIMPSOL BLUE DE (SB45)	Solvent Blue 45	-
	SIMPSOL YELLOW ADF (SY146)	Solvent Yellow 146	-		SIMPSOL BLUE GO (SB70)	Solvent Blue 70	-
	SIMPSOL ORANGE FB (SO62)	Solvent Orange 62	12714		SIMPSOL GREEN C (SG3)	Solvent Green 3	61565
	SIMPSOL RED H (SR8)	Solvent Red 8	12715		SIMPSOL BLACK C (SB3)	Solvent Black 3	26150
	SIMPSOL RED BD (SR24)	Solvent Red 24	26105		SIMPSOL BLACK G (SB7)	Solvent Black 7	50415
	SIMPSOL RED BG (SR27)	Solvent Red 27	26125		SIMPSOL BLACK BG (SB27)	Solvent Black 27	50415:1
	SIMPSOL RED DI (SR49)	Solvent Red 49	45170:1				

SIMPEARL (PEARLESCENT PIGMENTS)

SIMPEARL is the trade name for our range of pearlescent effect pigments. These pigments consist of a 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 Flexographic, Gravure and Offset inks.

Hue	Product Name	Particle Size	Hue	Product Name	Particle Size
	SIMPEARL SI 100 SILVER	10 - 60 µm		SIMPEARL SI 302 LEMON GOLD SATIN	5 - 25 µm
	SIMPEARL SI 111 LUSTER FINE SATIN	-		SIMPEARL SI 303 ROYAL GOLD	10 - 60 µm
	SIMPEARL SI 120 LUSTER FINE SATIN	5 - 25 µm		SIMPEARL SI 500 BRONZE	10 - 60 µm
	SIMPEARL SI 153 GLITTER	20 - 120 µm		SIMPEARL SI 504 WINE RED	10 - 60 µm
	SIMPEARL SI 205 GOLD	10 - 60 µm			

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GLOBAL PRESENCE

Offices in
22 Countries

Manufacturing Units
in 14 Countries

Application Labs
in 14 Countries

ROHA Dyechem Pvt. Ltd.

JJT House, Plot No. A/44-45, Road No.2, M.I.D.C., Andheri (E), Mumbai - 400 093, India.

T: +91 22 6819 1919 | F: +91 22 2830 2531/32

E: contact@rohagroup.com | www.roha.com

OUR BRANDS

