



ROHA®

INNOVATING FOR YOU. WITH YOU.



SIMPSONS®

DYES & PIGMENT SPECIALISTS



Colorants for  
industrial applications

# SIMPSONS

ROHA Simpsons offers a comprehensive range of Pigments and Dyes that are applicable to various industrial uses. With an assurance of quality and price balance, we offer customized solutions to meet varied customer requirements. Our products are passed through stringent quality control and assurance specifications. Our worldwide network of offices and partners helps us deliver products with short lead-time.

With a highly customer-centric approach, the company strongly believes that long-term success centers on partnership, reliability, collaboration, and trust. Moreover, ROHA Simpsons strong commitment to quality and consistency across its product range ensures ingenuity and that clients across industries receive the best.



# PRODUCTS

## 1. SIMACID (ACID DYES)

Simacid is the trade name for the range of Acid Dyes. Acid Dyes are water-soluble colors and used in a wide variety of applications such as:

- Inks: writing and marker inks
- Wood coating
- Arts and crafts: decorative paper, pencil lead
- Agro and plant protection: Seed coating, fertilizers and pesticides
- Leak detection & water tracing
- Household and Industrial: soaps, cleaners and detergents
- Fishing lures & baits. (*Simpsons industrial colorants are not suitable for fishing baits in EU.*)
- Automotive: antifreeze, coolants, deicers



## 2. SIMBASE (BASIC DYES)

Simbase is the trade name for the range of Basic dyes. These products are soluble in water, acids and selected polar solvents and are used in:

- Wood coating
- Inks: printing, packaging, writing, stamp pad and marker inks
- Arts and crafts: paper products
- Automotive: antifreeze



## 3. SIMPSOL (SOLVENT SOLUBLE)

Simpsol is the trade name for the range of Solvent dyes. These products have excellent solubility and miscibility in a wide range of organic solvents, waxes, synthetic and natural resins for use in:

- Plastics masterbatch and compounds
- Coating: gel coat, wood
- Hot stamp and foil
- Inks: printing, packaging, writing, stamp pad and marker Inks
- Agro and plant protection: Seed coating, fertilizers and pesticides
- Fuels and oils
- Lubricants and greases
- Candles and waxes
- Adhesives and sealants
- Household and Industrial: soaps, cleaners and detergents



## 4. SIMPERM (ORGANIC & FLOURESCENT PIGMENTS)

Simperm is the trade name for the range of organic and flourescent pigments. These products have been developed to incorporate the strength of each pigment chemistry by which the company is able to offer customers a product of value or performance, or a perfect balance of both, dependent upon the application. Its applications are:

- Plastics masterbatch and compounds
- Coatings: automotive, industrial and decorative
- Inks: printing, packaging, writing, stamp pad and marker inks
- Agro and plant protection: Seed coating, fertilizers and pesticides
- Arts and crafts



## 5. SIMPEARL (PEARL PIGMENTS)

Simpearl is the trade name for the range of pearlescent pigments. It is natural mica substrate coated with titanium dioxide. It includes white silvers, interference, gold and colored metal effects. It has a unique lustre, color flip, iridescence and sparkle effects. Its applications are:

- Coatings: Automotive, industrial and decorative
- Plastics masterbatch and compounds
- Agro and plant protection: Seed coating and agricultural products
- Inks: printing, packaging, writing, stamp pad and marker pens
- Arts and crafts: paper products
- Candles and waxes

## 6. SIMSPERSE (DISPERSION/PASTE PIGMENTS)

Simsperse is the trade name for our range of organic & inorganic pigment dispersions for water based applications, which are based on either surfactant or acrylic technologies tailored to final use. It offers excellent compatibility in many applications system, offers benefits such as free flowing, high strength & gloss, weathering fastness & good opacity or transparency as required. Its applications are:

- Coatings: industrial, decorative and wood coatings
- Inks: printing, packaging, writing, stamp pad and marker pens
- Agro and plant protection: Seed coating, fertilisers and pesticides
- Arts and crafts: paper and educational products
- Household and Industrial: soaps, cleaners and detergents
- Latex



# APPLICATION CHART

Industries	SMIACID Acid Dyes	SIMBASE Basic Dyes	SIMPSOL Solvent Dyes	SIMPERM Organic Pigments	SIMPERAL Pearl Pigments	SIMSPERSE Pigment Dispersions	Comments
<b>Coatings</b>							
Coatings & Stains for Wood	*		*	*		*	Solvent dyes offer excellent solubility in ketones, aromatic solvents. Other products are compatible with solvent and/ or water based systems yielding bright, clean shades with superior fastness properties.
Coatings (Hot Stamp & Foil)			*				Solvent soluble metal complex family of dyes provide added formulation flexibility and strength in solvent based systems.
Coatings (Industrial)				*		*	These products are classified in to two categories; azo & high performance pigments including phthalocyanine pigments to suit different performance requirements in the final application.
Coatings (Decorative)				*	*	*	Pigments and Dispersions are designed to bring vibrancy and durability to any interior surfaces of homes, offices and industrial/ retail areas.
Coatings (Decorative Eco labelling)				*	*		Hazards free selected range of high purity Pigments are designed to bring vibrancy and durability to any interior surfaces of homes, offices and industrial/ retail areas.
Road Marking				*		*	Pigments are used for colored surfacing, road safety and decorative purposes.
Dispersion house - Inks, Coating & HPC				*			Pigments are specially developed for both water and solvent based systems.
Arts, Crafts & Toys	*		*	*	*	*	EN71.3 and EN71.9 compliant, safe, non- hazardous colorants can be used in writing, stamp inks and artist colors for decorative arts, as well as children's art and craft products. They can also be used for coloration of paper, textiles and educational products.
<b>Inks</b>							
Printing Inks (all types)	*	*	*	*	*	*	Pigments and dispersions are developed for use major ink systems. Products can be used in a variety of printing techniques for packaging, metal decoration, magazines and home furnishings.
Printing Inks (all types) - EU Food Contact & Toys	*		*	*	*		High purity Pigments & Dyes complying council of EU resolution AP89:1 & EN71:3:2019 Cat III EU Toys purity criteria are developed for use in major ink systems. Products can be used in a variety of printing techniques for food contact packaging & Toys
Inks (Writing & Marker Inks)	*	*	*	*		*	These are normally high purity dyes with low salt content, products for both solvent and water based ink systems.
Textiles (Inks)				*		*	Pigments and dispersions are developed with OEKO TEX 100 STD, Bluesign STD for textile printing.
<b>Plastic</b>							
Plastic Masterbatch & Compounds			*	*	*		These general purpose dyes and pigments are used in masterbatch for imparting colour to a wide variety of polymers for variety of applications in moulding, extrusion for household, consumer and industrial plastic articles.
Plastic Masterbatch - Food Contact & Toys			*	*	*		High purity Pigments & Dyes complying with council of EU resolution AP89:1 & EN71:3:2019 Cat III (EU Toys) purity criteria products are developed for use in masterbatch for food contact plastic packaging.
Synthetic Polymer Fiber & Films			*	*			Easy to disperse, low "Filter Pressure Value (FPV)" product range of Dyes and pigments can meet European Standard EN 13900-5 and can be used in masterbatch of synthetic polymer fibers e.g. PP, PET, PA, PAN.
Textiles OEKO TEX 100 STD (Synthetic Fiber)			*	*			Easy to disperse, low "Filter Pressure Value (FPV)" product range of Dyes and pigments can meet European Standard EN 13900-5 with regulatory compliance of OEKO TEX 100 STD, Bluesign STD for textile.
Natural Latex Rubbers & Synthetic Rubbers				*		*	Color is used to impart vibrancy to latex applications such as balloons, sporting equipment, household & industrial rubber articles.
<b>HPC &amp; Miscellaneous Applications</b>							
Household & Industrial Cleaning	*		*	*	*	*	Colors are used to provide a vibrant display in various products and contributes to brand promotion in different application.
Antifreeze, Coolants & De-icers	*		*			*	Acid dyes are soluble in water and selected solvent dyes are soluble in glycol systems. These are used in high performance cleaning & maintenance products.
Seed & Fertilizer Technology	*			*	*	*	Safe and non-hazardous colors are used to differentiate products for ease of application and contribute to brand promotion.
Dyes (Leak Detection & Water Tracing)	*		*				Dyes are often used to trace leaks of lubricating oils and other petroleum based fluids. They can also be used to trace the flow of water.
Lubricants and Mineral oils			*				Dyes are available in a wide range of colors. Their bright shades, low viscosity, and low level of insolubles make them ideally suited for the coloration of these products.
Adhesives & Sealants	*		*			*	The use of colour is an economical way to differentiate adhesives and contributes to brand promotion.
Arts and Crafts	*		*	*	*	*	EN71.3 and EN71.9 compliant, safe, non- hazardous colorants can be used in writing, stamp inks and artist colors for decorative arts, as well as children's art and craft products. They can also be used for coloration of paper, textiles and educational products.
Candles, Waxes & Polishes			*		*		Colors are used to provide specific shades in a variety of products.



# REGULATORY COMPLIANCE

Food Contact & Toys - EU food contact AP89:1 purity criteria compliance | US FDA CFR 178.3297 food contact plastic positive list status | China GB 9685:2016 food contact plastic positive list status | EN71-3 - 19 elements category III, EU toys directives

Textiles - OEKO TEX 100 Standard, Bluesign purity criteria compliance

REACH, CLP Regulations - EU REACH registration | Multilingual MSDS - EU & Global languages support | Hazardous Classification & Labelling (GHS) | RoHS Directives - electrical products | Global Automotive Declarable Substance List (GADSL) status

EU Packaging Waste Directives EC/94/62 & CONEG USA - heavy metal compliance |

EU ECO Labelling | 24 banned AZO amines status | Monitoring of POP Regulations (Persistent Organic Pollutants) | California Proposition 65 status | Global chemical inventories status

The above information is a general guide, kindly contact our sales team for the country and product specific details where-ever applicable.

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# ROHA: INNOVATING WITH YOU. FOR YOU.



ROHA is a leading global manufacturer and distributor of synthetic, natural, clean label food colors, dehydrated ingredients and industrial dyes and pigments. ROHA is a part of the JJT Group which is a force that positively transforms the lives around it.

Established in the year 1972 in Maharashtra, India, ROHA is constantly evolving to serve its clients by co-creating new and innovative solutions that anticipate future requirements and developments. At the core of such innovation are 14 manufacturing facilities and 14 application labs spread across the world. Headquartered in India, ROHA's international network extends to 22 countries having robust technology, logistics, regulatory, and manufacturing teams.

At ROHA we constantly look at innovations to better ourselves and keep up with the latest trends and technologies. We believe in **TEAM, INNOVATE, CREATE** and **REACH** philosophy that transforms the way we work, the way we see and use ingredients, and the value we will bring to clients.

**TEAM** - With an already amazing team at ROHA, we always try to synergise within and across the teams to develop a strong working environment.

**INNOVATE** - Innovation goes from colors to processes with the help of extensive new-age technologies in order to deliver the best value.

**CREATE** - With over 200 natural & synthetic colors, industrial hues and array of extracts and dehydrated ingredients we constantly being raised in response to consumer demands to meet the competitive nature of the marketplace.

**REACH** - Our interactions do not end where geographical borders do. We have strategically placed offices on every continent to be able to serve you anywhere.





## GLOBAL PRESENCE

Offices in  
22 Countries

Manufacturing Units  
in 14 Countries

Application Labs  
in 14 Countries



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## OUR BRANDS

