

# Paliotol® Yellow K 1750

## Future standard for sustainable Yellows



### Key benefits

- Outstanding coloring efficiency
- High sustainability profile
  - Broad food contact compliance
  - New: FDA granted compliance
  - Halogen-free
- Next best alternative to diarylide and lead chromate pigments

### Key Applications

- Food Packaging and Toys
- Indoor PO, PVC, PS/ABS, Rubber
- Demanding PO processes
  - Low Warping in HDPE
  - Heat resistant in PO
  - No bleeding in water
- Available as Eupolen® Yw 17-5001

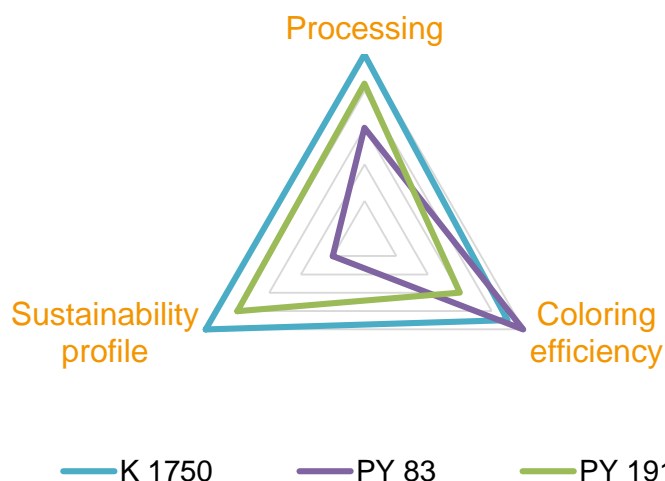
# Paliotol® Yellow K 1750

## A Future Standard for a more sustainable Yellow color space

Paliotol® Yellow K 1750, as an innovative yellow pigment by BASF of high sustainability profile and outstanding formulating value, is the best economical alternative to formulate away from diarylide and lead Chromates :

- Outstanding coloring efficiency thanks to unique combination of opacity and strength
- Attractive sustainability profile thanks to halogen free structure, broad food compliance incl. FDA
- Excellent processing behavior thanks to high resistance to heat, migration or bleeding; low warping
- Enables consolidation in yellow color palette by replacing Lead Chromes and Diarylide pigments or substitute partly or in full C.I. PY 191 chemistries, depending on end-use performance needs
- Make Paliotol® Yellow K 1750 your new sustainable standard for most common indoor uses

### Overall performance vs. alternative yellows



### Excellent water bleeding resistance



C.I. PY 191 chemistries Paliotol® Yellow K 1750

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