

# Transitioning From Conventional Colortrend® To No-VOC COLORTREND® 808

One of the challenges in formulating No-VOC tinted coatings is transitioning from VOC containing colorants to No-VOC colorants, as well. A major advantage of COLORTREND® 808, over other No-VOC colorants, is that they were developed as "Drop-Ins" for COLORTREND® 888. Therefore, they are coloristically equivalent at the same dosage and paint film properties can be maintained, i.e. compatibility, color space, f/t stability, etc. A further advantage is that by using the same pigments as those in COLORTREND® 888 no changes to existing formula books are required. In addition to the standard 12 colorants, high performance and high durability pigments, which influences color space, durability, and opacity, have been added to the COLORTREND® 808 product line. To achieve this a modular system was developed, as shown in Figure 1. This allows the formulator to meet ever increasing demands for higher performance, better durability, more

colors, ease of selection, and all with less application coats. The "Performance Module" has higher pigment loadings therefore requiring less colorant, resulting in minimal impact on film properties and increased opacity. The use of high strength colorants may also allow the reduction of paint bases and in tinting costs. Durability or fade resistance is improved with the addition of high durability pigments in both this and the "Performance Plus Module". For EIFS and Stucco applications the COLORTREND® Façade™ and Façade™ Plus Modules provide the option of even higher durable pigments.

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\* In Europe performance modules and façade modules are offered from the COLORTREND® 807 No-VOC line

**Figure 1: COLORTREND® 808 No-VOC Modules\***

#### Standard Module

The "standard" traditional 12 colorants are formulated based on market specific pigments selected to ensure that basic tinting needs are met. Coloristically equivalent to the 12 COLORTREND® 888 System colorants, transitioning from conventional to environmentally-friendly colorants has never been easier.



#### Performance Module

For improved lightfastness and better opacity, replace AXX, R and T colorants with AGE, REE and ORE



#### Performance Plus Module

A cost-effective solution for higher performance. More durable colorants, in addition to 5 high strength colorants [BXE, DXE, EXE, QME, and JXE] for improved opacity, optimization of paint bases, and possible reduction in tinting costs.



#### COLORTREND® Façade™ Module

Contains 4 inorganic colorants [BVE, CGE, CBEm BOE] that are suitable for silicate and silicone paints. All colorants have alkali and acid resistance and excellent weather stability. When combined with C, F, L, and KX in a two-base system, color space is expanded over 70%. A fandeck containing 224 colors is available.



#### COLORTREND® Façade™ Plus Module

Contains 3 extra inorganic colorants [IOE, IGE, and UBE] offering an even further expansion of color space for façade applications. A fandeck containing 350 colors is available.

