SHEPHERD TECHNOLOGIES
A Division of The Shepherd Color Company

Technical Data Sheet

Magenta 307
Pigment Red 101 Preparation

DESCRIPTION: A reddish powder additive designed for use as a colorant in preparation of digital inks and thin films. This non-abrasive color disperses in common mediums to a submicron size with basic milling and dispersion work. The preparation contains chemically stable, heat and UV resistant inorganic pigment as a coloring agent. Colors are superior in opacity. It is non-migratory, bleed-resistant. Used to prepare inks and thin films that require exceptional chemical and heat resistance, and in applications where improved weather resistance is needed. Suitable for coloring water, solvent, UV and some glass decorating digital inks. Ideal for high temperature thin-film coatings such as silicones and sol-gels.

Physical/Chemical Property	Typical Value	Units	Test Method+
Specific Gravity	4.5	n/a	SCTM 312
Bulk Density	10 1.2	lbs./gal kg/L	SCTM 194
% H_2O	<1	wt. %	SCTM 396
% Pigment	>90	wt. %	SCTM 400
Mean Particle Size	~0.33	microns	SCTM 402
d_{99} - PSD	<1.2	Microns	SCTM 402
Conductivity	170	µS/cm	SCTM 142
Oil Absorption	9	parts oil/100 parts pigment	SCTM134
pH	6.3	n/a	SCTM 101
Residue 325 Mesh	0.01	wt. %	SCTM 135
Heat Stability (base pigment)	> 570* > 300*	°F °C	Observed

***Testing in high temperature systems is required to verify pigment suitability and color stability**
+SCTM refers to Shepherd Color Testing Method

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