

ABOUT US

Novacolor S.A.S. is a Company w dedicated to the commercialization of raw materials with a wide experience in the market, we are direct importers and we have important representations in the different lines that we handle.

Our suppliers are certificated with ISO 9000 or 14000, and their business development of more than 20 years in global markets and high competitiveness and technology.

MISSION

Import and market innovative raw materials. Our main goal has always been to satisfy our clients by providing high quality services, technical service and appropriate follow-up of supply, which will better position us to a continuous growth.

VISION

Consolidate us as by 2020 as a competitive organization with international projection, being the most reliable option of our customers.

VALUES

Leadership

Teamwork

Generation of Value

Commitment

Disposition to Change

Achievement orientation

Honesty

QUALITY POLITICS

To maintain satisfaction of our customers by delivering raw materials of optimum quality, improving the participative management of the competent human talent and the adequate management of the physical, technological and financial resources and ensuring continuous improvement by evaluating our processes.

PRODUCTS

COSMETIC RAW MATERIAL

1. **1.Organic and inorganic pigments**

Organic and inorganic synthetic, with very good hiding power, stability and long useful life.

USES

- ✓ cosmetic decoration,
- ✓ facial makeup
- ✓ Nails Paint

Lavanya organic lakes are range of aluminum, barium, calcium or talc lakes. Lavanya inorganic pigments mainly consist of Iron Oxides and Titanium Dioxide.

Its easy dilution in water or oils so can be used in:

- ✓ Personal care and toiletries: Soaps (bath, hands, face), hair care (shampoos, hair gels, hair oils), (creams, lotions), perfumes, shaving creams, toothpaste, mouthwash, glass cleaners, floor cleaners, and liquid detergents.
- ✓ Decorative: lipsticks, nail paint and facial and eye make-up.

2. **Oil-soluble dyes and hydro-soluble dyes**

Oil-soluble dyes are substances soluble in oils and insoluble in water to provide color to the cosmetic and it offers great translucency.

USES

- ✓ personal hygiene products
- ✓ beauty treatment creams
- ✓ sunscreen
- ✓ suntan lotions,
- ✓ hair treatments,
- ✓ massage oils,
- ✓ depilatory waxes

Hydro-soluble dyes are high quality dyes, completely soluble in water and they provide translucency, yield, purity and color highly stable to pH and UV rays.

USES

- ✓ Personal care: Liquid soap and bar, shampoo and conditioner, Hair Gels, toothpaste
- ✓ Home Care: Clean floor, dishwasher, detergents, window cleaner

3. **Pearlescent Pigments**

Pearlescent pigments are composed of synthetic mica and natural mica or Borosilicate flakes. They deliver superior whiteness, brilliance and coverage with extraordinary optical effects.

USES

For applications in shadows, lips, blushes, pencils, eyelashes, and nail paint

4. Glitter

It is a polyester film with a coating to protect these particles from the attack of the main solvents. It provides brilliant effects, resplendent and youthful. Its is infinite in color and different textures and sizes and figures .

INDUSTRIAL RAW MATERIAL

1. Organic pigments

They are synthetic organic compounds, which contribute their properties to present excellent colors with great characteristics that makes them highly resistant to solar radiation, the environment, acids and bases as well as organic solvents and at high temperatures.

Pigment	Color	uses		
		Coatings	Plastics	Inks
Yellow 83		x	x	x
Red 122		x	x	x
Blue 15:3		x	x	
Green 7		x	x	
Yellow 13		x		
Red 48:4			x	x
Violet V23		x		x

2. Carbon black pigments

High performance pigments with its high bituminous content and its granular particle size.

ADVANTAGES AND USES

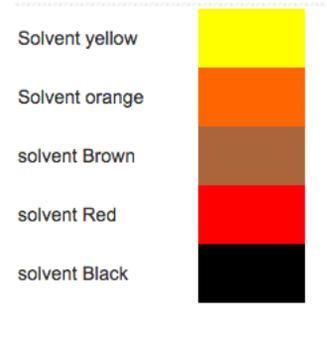
- high light resistance,
- high hiding power
- brightness,
 - ✓ paint industry,
 - ✓ plastic
 - ✓ inks,
 - ✓ industrial enamels,
 - ✓ automotive, industry
 - ✓ masterbatch,

- ✓ Tanneries.

BLACK FEMA 200 BLACK FEMA 500 BLCAK FEMA 100

3. Solvent Fema

Solvent Fema are colorants based on metal complexes. They produce translucent colors and they provide excellent gloss, they are easily dispersed in solvent based systems and they can be subjected to direct dispersion.



USES

- ✓ coatings dedicated to wood
- ✓ Production of tincture and sealants and lacquers and glossy and matt varnishes.

4. Pearlescent Pigments

Natural Mica: As a natural mineral, it is the most commonly used.

Mica Synthetic: They have a smoother surface. Their thickness and composition are more uniform.

Boron silicate: It improves properties; they are more transparent and shiny.

Particle Size	Characteristics
5-25µm	Silky, excellent hiding power
10-60µm.	Pearl coating, is suitable.
10-100µm	Sparkling, low hiding power, for applications requiring spark effect.
50-250µm	Bright, It has not hiding power.

5. Fluorescent pigments and dyes.

They are thermoplastic pigments designed to give a high visual impact. They reflect the ultraviolet light that cannot be obtained by other pigments. They are powders incorporated in synthetic special resins.

USES AND ADVANTAGES

- ✓ To generate high vivacity of luminosity to the ultraviolet light

Plastics	Solvent based system or PVC	Water-based
Formaldehyde free. Thermal stability, excellent control of the plate out, excellent fluidity in the mold cavity, improved resistance to sunlight.	Good thermal stability with PVC resins. Easy to disperse, solvent resistant, non-migrating or bleeding, good solidity, excellent color cleaning and fine particle sizes Available colors:	Special pigments for dispersion in aqueous media, or in applications where high temperature resistance or solvent resistance is not required
plastic resins, masterbatch with high melting point,	Aliphatic and aromatic paints, latex, cellulose, plastic, aerosols, synthetic fabrics .	Candles, Paper, Vinyls, Water Base Inks, Crayons, Handicrafts
Yellow 11, Green 12, Chrome 13, Orange 14, Red Orange 15, Red 16, Pink 17, Magenta 18, Violet 19, Blue 20.		

6. Aluminum pigments

They are pigments flakes of pure aluminum of a certain size and shape which generates metallic aspects of high brightness.

Plastics	Inks	coatings and paints
Pellet being incorporated in a wax.	Pellet.	Flakes
high durability and a long life to the aluminum. it is compatible with most plastic	Excellent compatibility with the vast majority of solvents and high metal content	excellent gloss, whiteness
Film extrusion, injection, masterbatch, blow-moulding	coatings, and finishes automotive	Manufacture of paints of excellent finish in the automotive line, and in plastic coatings, can also be used in paints and inks.

7. Metallized pigments

Gold and bronze powders are non-ferrous pigments, obtained from copper, zinc and aluminum.

They are ideal for indoor and outdoor applications such as paints, coatings, screen, plastics and others. Not recommended for water

- ✓ Rich Gold
- ✓ Pale Gold

8. Reflective pigments

It is a glass sphere covered with aluminum, its composition is: $S TiO_2-BaO-SiO_2$ and gray color.

USES

- ✓ Signage: industrial; roads, bridges.
- ✓ Traffic signs
- ✓ Safety equipment
- ✓ Ink for screen printing, textile or industrial screen printing.

9. Glitter

POLYESTER SPOT COLORS	CRYSTALLINES	ALUFLAKES
Glossy polyester films with temperature resistance up to 195 C°.	fine polyester film with iridescent satin sheen that seeks to give a certain angle of light an iridescence tone, to be translucent it would show the color of the substrate's lower surface	It is formed of precision-cut aluminum particles and coated with transparent coloring of sizes 0.008 and 0.015 The aluflake can be handled at a temperature up to 280 ° C without losing the property of color and refraction
silver, blue, green, blue, Christmas tones, etc.	green, blue, bronze, violet and mix that is the mixture of the previous tones	
USES PLASTICS textiles leather coatings paintings enamels cosmetics flowers crafts fiberglass social expression cards paper toys		

10. Photoluminescent Pigments

They are pigments that glow in the dark. Their composition is Zn sulfide-based. They are not toxic or radioactive pigments. The brightness and luminosity are proportional to the particle size of the material.

ADVENTAGES AND USES

- ✓ Long duration in the emission of light.
- ✓ High gloss
- ✓ High resistance to temperature 800 C.
- ✓ It has no problem with low temperatures up to -20C.
- ✓ High durability, long life, as long as its chemical structure is maintained.
- ✓ Use outdoors or outdoors
- ✓ PAINTINGS - PLASTIC: Injection and blow-moulding Screen, Adhesive tapes, Ceramic, Flooring, Decoration, Toys, Security signs.

11. . Thermosensible pigments

They are pigments that when exposed to temperature they fade and become invisible. When they return to their design temperature they recover their original color. They can vary to certain temperature ranges under Zero, 17 ° C, 28 ° C, 47 ° C

USES

- ✓ thermochromatic inks
- ✓ Promotional products

12. Additives

Improve the properties and physical appearance of paints and inks and coatings. They provide durability, strength and finishes with fineness and softness.

Matte	Femasorb
It is a buffering agent silicon-based <ul style="list-style-type: none">✓ outstanding suspension behavior.✓ Excellent sliding effect.	They are UV absorbing agents and light stabilizers <ul style="list-style-type: none">✓ Provide extended lifetime significantly to coatings by minimizing paint defects, such as fissures and loss of gloss.
Paints and coatings and inks.	

13. Masterbatch

White Masterbatch	Black Masterbatch	Pet Masterbatch
<ul style="list-style-type: none"> ✓ PE ✓ High concentration ✓ Injection, extrusion and blow-moulding ✓ Great hiding power, ✓ high degree of whiteness, ✓ Excellent dispersion ✓ stability to high temperatures (up to 300° C) certification ✓ Recommendations for use: From 1% to 8% depending on the required opacity. 	<ul style="list-style-type: none"> ✓ PE, ✓ High concentration and cleaning of Carbon Black that provides intense coloring. ✓ High opacity ✓ Easy processing and fluidity. ✓ Recommendations for use: From 1% to 8% depending on the required opacity. 	<ul style="list-style-type: none"> ✓ Amber Masterbatch for use in PET. ✓ Based on dyes, and special additives that provide excellent color dispersion ✓ bottles, food packaging and pharmaceuticals.