



Novoperm Yellow M2R 70

Pigment Yellow 139

Novoperm Yellow M2R 70 is a reddish yellow pigment with excellent fastness to light and weathering, especially in deep shades. Very good opacity for an organic pigment. As it has very good flow properties in paints, it can also be used at high pigment concentrations (about 25 % pigment relative to solid binder) without affecting the gloss. Eminently suitable for the production of intense opaque yellow shades for lead-free or low-lead paints. It should be borne in mind that the resistance to very strong alkalis is in some binder systems unsatisfactory.



Benefits

- High weather fastness
- High overspray fastness
- High tinting strength and brilliance

Product Data

Application Profile

- Automotive Coatings
- Industrial Coatings

Special Recommendations

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Accept

Physically Drying Paints	
Baking Enamels	●
Acid Cured Paints	●
Amine Cured Epoxies	○
Isocyanate Cured Paints	●
Waterbased Paints	○



- recommended
- limited suitability
- not recommended

Physical Data

Density	[g/cm ³]	1.75
Form of Supply		powder
Specific surface	[m ² /g]	20
Oil absorption	[ml/100g]	45
Avg. Size of Primary Particles	[nm]	220
Heat Stability	[°C]	200

Fastness Data

	to Light		to Weathering			
	LOA	AM	12 month		24 month	
	LOA	AM	LOA	AM	LOA	AM
Full shade	8	8	5d	5d	4-5d	4-5d

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1/3 ST	[1:3.6 TiO ₂]	8	8	5	5	4-5	4-5
1/25 ST	[1:48 TiO ₂]	7-8	7-8	4	4	3-4	3-4
Acids			5				
Water			5				
Butyl Glycol			5				
Methyl Ethyl Ketone			5				
Xylene			5				
Alkali			5				
Butanol			5				
Butyl Acetate			5				
White Spirit			5				
Dibutyl Phthalate			5				
Blooming			No blooming observed				
Fastness to Overpainting		NC	AM (120°C)		AM (160°C)		
		5	5			5	

LOA- Air-drying Long Oil Alkyd

AM- Baked Alkyd-Melamine

NC- Nitrocellulose Combination Lacquer

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