

# WE BRIGHTEN LIVES



MORE EXPERTISE



BETTER PERFORMANCE



BEST VALUE



The Shepherd Color Company  
We Brighten Lives



PRODUCTS AND SERVICES CREATED

# FOR YOU

AND YOUR CUSTOMERS



## MORE EXPERTISE

World class scientists in Shepherd Color's laboratories develop new and innovative pigments, maintain the highest level of quality control and ensure environmental and regulatory compliance.



## BETTER PERFORMANCE

Shepherd Color's pigments maintain their color in long lasting outdoor coatings and polymer systems, high temperature engineering plastics and highly corrosive environments.



## BEST VALUE

From Classic to Arctic Infrared Reflective to Dynamix Stir-In, Shepherd Color pigments will help to cut time and waste.

Our roots originate in the 1920s ceramics industry, where we supplied colors for porcelain enamels. By the early 1960s, our product line had expanded to a full range of complex inorganic color pigments for the premium coatings and plastics markets.

Today, our products are used in many diverse applications, particularly where performance is critical under the most extreme conditions.

Our success has been built upon the fundamental belief that exemplary character, quality work, and customized products brighten the lives of everyone involved.

Headquartered in Cincinnati, Ohio with sales offices in Belgium, Australia, and Japan, we supply millions of pounds annually of high-quality pigments to customers around the world.



## DO YOU HAVE THE RIGHT COMPANY BEHIND YOU?

OTHERS

•VS•

Shepherd



## MORE EXPERTISE

### WORK WITH THE RIGHT TEAM

The Expertise at Shepherd Color will help you to reduce time and help you to develop a superior product. With continuing advances in color and technology, rely on Shepherd Color to Brighten Your Life with quality products and the latest innovation.

### MORE KNOWLEDGE

We are known as a leader in the color industry with continuous improvement of technical applications and a history of innovation. The Shepherd Color Company is a recognized regulatory resource.

### BETTER ANSWERS

Helping you to get the answers without a lot of work on your side. Shepherd is your trusted advisor every step of the way.

### BETTER RESULTS

Get to the end result more efficiently and effectively. This will lead to increased market opportunities for you!

Making color since the

# 1930s



“Shepherd Color has distinguished and differentiated themselves in their ability to come in and talk about the basic chemistry of the products.”

*Shepherd Color Customer*

## DOES YOUR SUPPLIER UNDERSTAND YOUR EXPECTATIONS?



## WHAT DRIVES YOUR SUCCESS?



## BETTER PERFORMANCE

### FIND THE RIGHT PRODUCTS

Shepherd Color pigments are highly-engineered ceramic colorants — and that means tough! They are impervious to sunlight, chemicals, and thermal attack. They are compatible with not only widely used polymers, but also the most exotic, difficult-to-formulate systems. Their extreme inertness defends against migration from plastics or coatings, and helps to ensure environmentally sound, non-toxic recipes. Have confidence that your colors will outlast your product.

### MORE DURABLE

Our robust and reliable products are built for long term applications. They are lightfast, chemical, and temperature resistant.

### MORE CONSISTENT

With our precision color matching you have less guess work and waste. The Shepherd Color Company will give you confidence in meeting regulatory requirements with our reliable and dependable people and products.

### MORE RESPONSIVE

Ask questions to our technical support staff as well as have access to top scientists and engineers. We have a dedicated Customer Experience staff to help you every step of the order process to ensure that our products and sample orders are delivered fast worldwide.



“ Everyone in Shepherd Color customer service has always been very responsive to emails and phone calls. A fantastic team that no doubt puts the customer first. I do appreciate them getting everything out the fastest way possible.”

*Shepherd Color Customer*



“ Long standing relationships matter, almost as much as pricing. Selling value is key and getting that value in what is bought is critically important.”

*Shepherd Color Customer*



## MORE VALUE

### PARTNER WITH SHEPHERD COLOR FOR SUCCESS

The right partner will help your product development so that you stop missing growth opportunities. Shepherd Color will support you across all levels to help you cut time and waste and increase your speed to market. A solid long-term partnership with Shepherd Color will lead to more satisfied downstream users.

### MORE BENEFITS

We strive to make business easier for you, whether in the lab or the office, with support across all levels. Our products speak for themselves with the benefits they offer.

### LOWER COST

Using our specialized products and support systems will help you cut time and waste. You will get more with less with higher strength.

### YOUR SUCCESS

Get the right answers faster. We will help you develop products with More Expertise, Better Performance and Best Value to impress your customers.

ALL OF OUR PRODUCTS HAVE  
ONE THING IN COMMON...

# QUALITY

Outstanding performance, customer service and reliability are fundamental to our business philosophy. We work hard to deliver our products on time and with the confidence that they will perform consistently.

We support our worldwide customer base with a staff of technically trained sales representatives and a global distribution network. From special effect, IR reflective to easily dispersed, Shepherd Color can meet your pigment requirements.

Shepherd Color has been ISO certified since 1994. We maintain ISO certification through frequent internal audits, continuous training and periodic reviews, all of which help guarantee that we deliver the best products possible, both now and in the future. With ongoing advances in color and technology, rely on Shepherd Color to Brighten Your Life with quality products and the latest innovation.



## ARCTIC INFRARED REFLECTIVE COLOR PIGMENTS

Arctic Infrared-Reflective pigments allow for the design of products that remain cooler under the sun – without sacrificing color! Durable. Color. Cooler.

## APPLICATIONS

- Coatings
- Vinyl, Windows, and Siding
- Cement Concrete and Pavers
- Roof Tiles
- Automotive
- Military
- Decking / Fencing



## DYNAMIX STIR-IN PIGMENTS

Dynamix stir-in pigments are designed with the ease of a liquid colorant, while still being a dry powder and 100% pure color.

Get Pure Profitability, Pure Consistency and Pure Convenience with Dynamix.

## APPLICATIONS

- Building & Construction
- General Industrial
- Automotive
- ACE
- High Heat
- Traffic Paint
- Maintenance Coatings
- Architectural



### STARLIGHT SPECIAL EFFECT PIGMENTS

With MicroMirror® technology silver-coated glass flake special effect pigment used for unsurpassed sparkle and brilliance to create dramatic effects.

### APPLICATIONS

- Transportation
- Fashion
- Building and Construction
- Consumer Goods
- Electronics
- Sports and Leisure



### CLASSIC COMPLEX INORGANIC COLOR PIGMENTS

Complex Inorganic Color Pigments with unbeatable weatherability, heat and chemical resistance, are non-warping and easy to disperse.

### APPLICATIONS

- Coatings
- Plastics
- Concrete
- Glass

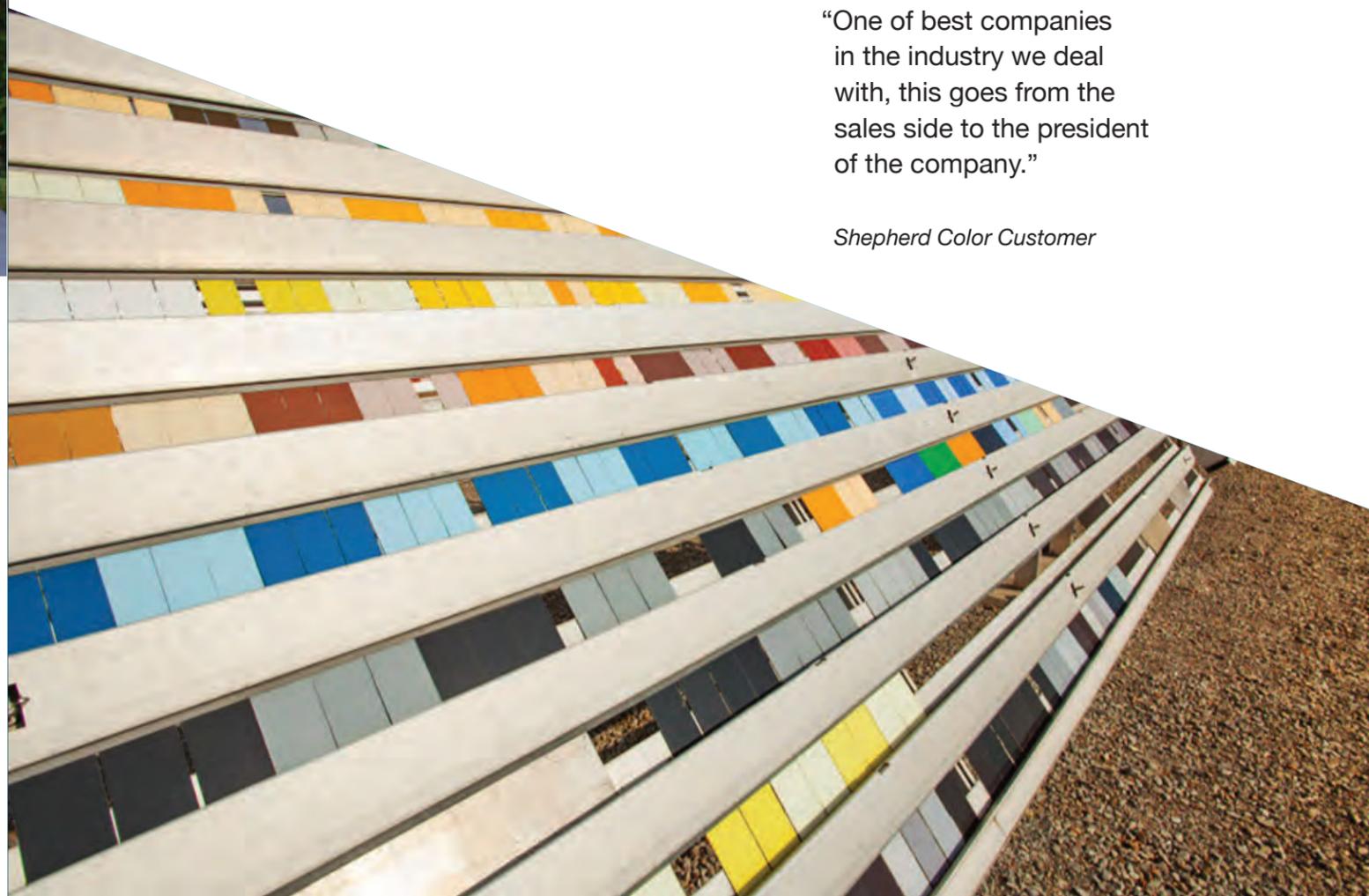


### CALYPSO PIGMENTS

Useful for cementitious applications, such as concrete, grout, stucco and putz, the CALYPSO line of Shepherd pigments provides permanent colors. They are weather resistant, heat resistant, alkali resistant, and acid resistant. Our CALYPSO colors are also very easy to disperse.

### APPLICATIONS

- Coatings
- Vinyl, Windows, and Siding
- Cement Concrete and Pavers
- Roof Tiles
- Automotive
- Military
- Decking / Fencing



“One of best companies in the industry we deal with, this goes from the sales side to the president of the company.”

*Shepherd Color Customer*



## OVER 70 YEARS OF EXPERIENCE



Shepherd Color is a fourth-generation family-owned and operated business dedicated to being a world-class producer of complex inorganic color pigments. Started in the late 1920s as the color department of the The Shepherd Chemical Company, we originally made ceramic colors, primarily for the porcelain enamel industry. By the early 1960s, the color department's product line had expanded to a full range of complex inorganic color pigments used in the premium coatings and plastics markets. Thanks to increasing sales in those markets, the color operation outgrew its space at Shepherd Chemical. In 1980, The Shepherd Color Company was organized as a separate entity and relocated to a new facility north of Cincinnati.

Since our spin-off, we've broadened our global reach. Each year Shepherd Color supplies thousands of tones of high-quality pigments to customers through sales offices in the United States, Belgium, Australia and Japan along with local distribution and warehouses worldwide.



## OUR PURPOSE

At Shepherd Color we don't just brighten the world with our pigments. As a company we strive to enhance the lives of everyone with whom we have contact. That means working to satisfy the needs and advance the goals of our employees, families, customers, suppliers, shareholders and community. We know striving for excellence in every facet of our operations is good business. More importantly, the impact it has on people is what makes business worth doing.

## OUR CORE VALUES

Our core values don't just direct us; they define us. We are people of exemplary character. We strive for excellence in all we do. We work for long-term impact.

## OUR QUALITY PURPOSE

We understand that excellence and self-improvement must go hand in hand. While providing superior products and service, we continually work to improve our operations for the mutual benefit of both our internal and external customers.



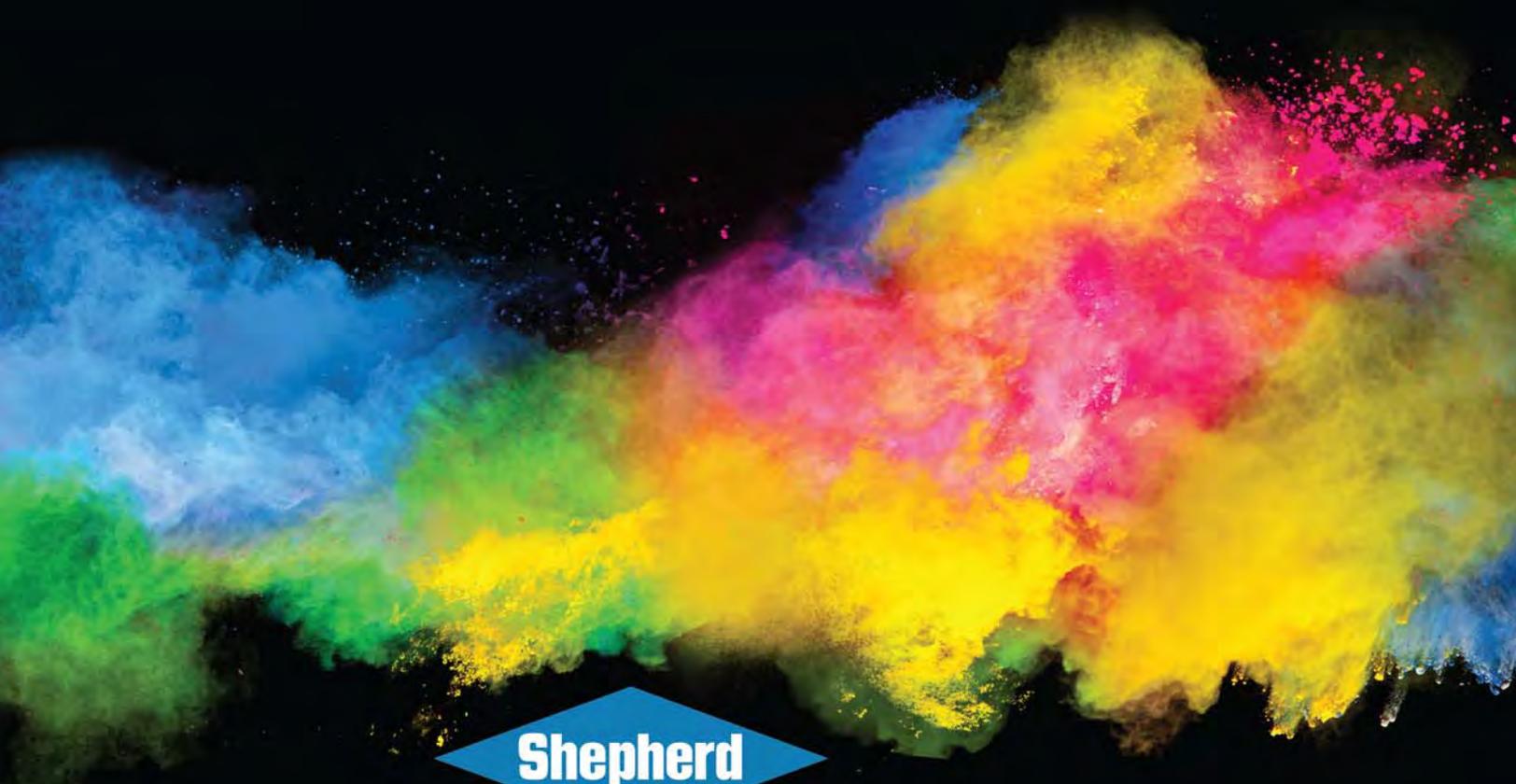
**MORE  
EXPERTISE**



**BETTER  
PERFORMANCE**



**BEST  
VALUE**



*The Shepherd Color Company*

We Brighten Lives

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[www.SHEPHERDCOLOR.com](http://www.SHEPHERDCOLOR.com)

# BRIDGE THE GAP



## MORE COLORS

No more "Figuring it Out." With these new break-through products and our expanded color envelope, you won't have to compromise the color you want for the standards you have to meet.

## MORE DURABILITY

No more inconsistency. All Shepherd Color products are engineered to battle the elements. With chemistry that can be applied to a wide range of materials, differential weathering is a thing of the past.

## MORE RELIABLE

No more nonsense. When you have to engineer or multiply processes, you lose money. With NTP Yellow, you'll use less pigment, and reduce waste with colors that are inherently higher performance.

### HIGHLY DURABLE, BRIGHT COLORS FOR HIGHLY DEMANDING ENGINEERING APPLICATIONS.

From special effect, IR reflective to easily dispersed, Shepherd Color can meet your pigment requirements.

- Coil Coatings
- Silicate Coatings
- Automotive Coatings
- Powder Coatings
- High-Heat Coatings

- Engineering Plastics
- High-Solar Reflectivity Systems
- High-Durability Applications
- Signage Applications
- Corporate Colors

AVAILABLE IN:



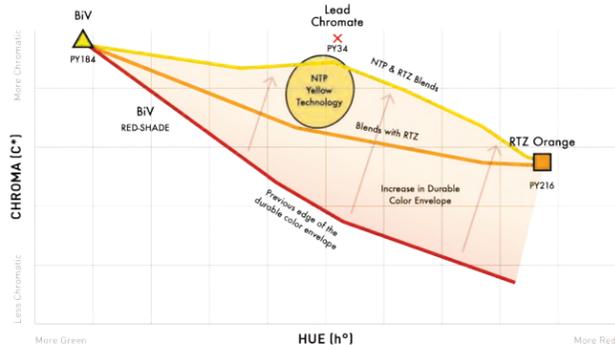
Shepherd Color's revolutionary easy-dispersion pigments let you skip the mill and just stir it in.

## YOU DON'T HAVE TO SETTLE FOR "PRETTY GOOD" ANY LONGER...

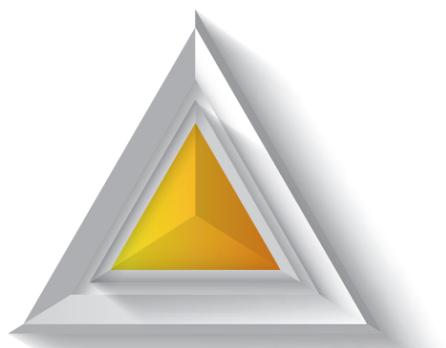
With Shepherd Color NTP Yellow and RTZ Orange, you get the colors you want with the attributes you need.

### MORE COLORS

Increase in the Durable Color Envelope



### CHROMATIC

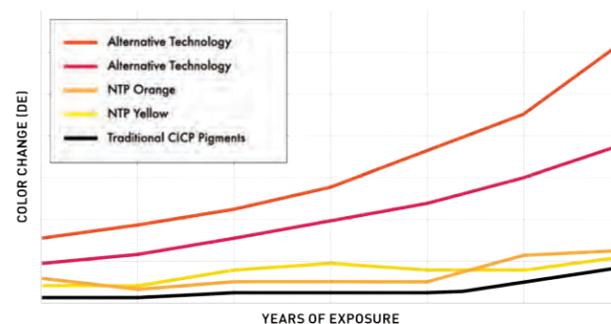


OPAQUE

DURABLE

### MORE DURABILITY

South Florida Weathering





The Shepherd Color Company  
We Brighten Lives

# INORGANIC PIGMENTS FOR PLASTICS

Masstone	4:1 Tint	Shepherd Product	Pigment Color Index	ARCTIC	Total Solar Reflectance	Heat Build Up (Masstone)	FDA Approved	CONEG	RoHS/WEEE	EN 71.3 (Cat.1)	EN 71.3 (Cat.111)	AP (89)1	French Positive List	Heat Stability	Light Fastness (1-8)	Mean Particle Size (microns)	Specific Gravity	Recommended for use in:		
																		PVC	Polyolefin	Engineered Resins
		Black 430	CI Black 28		6%	41°C	✓		✓			✓		800°C	8	0.9	5.4		✓	✓
		Black 376A	CI Black 30		13%	36°C			✓			✓		800°C	8	1.1	5.3	✓	✓	✓
		Black 10P923	CI Brown 29	✓	27%	28°C		✓	✓	1%	10%	✓		800°C	8	1.3	5.1	✓	✓	✓
		Black 10P922	CI Green 17	✓	25%	26°C			✓			✓		800°C	8	1.7	5.2	✓	✓	✓
		Black 10G996	CI Brown 29	✓	27%	25°C			✓			✓		800°C	8	1.2	5.4	✓	✓	✓
		Black 10P950	CI Brown 29	✓	29%	28°C		✓	✓			✓		800°C	8	0.9	5.1	✓	✓	✓
		Blue 214	CI Blue 28	✓	28%	37°C	✓	✓	✓	1%	10%	✓	✓	800°C	8	1.1	4.1	✓	✓	✓
		Blue 211	CI Blue 36	✓	29%	35°C	○	✓	✓			✓	✓	800°C	8	1.0	4.7	✓	✓	✓
		Blue 424	CI Green 50	✓	42%	31°C	✓	✓	✓	1%	10%	✓	✓	800°C	8	2.0	3.7	✓	✓	✓
		Green 187B	CI Blue 36	✓	29%	33°C	○	✓	✓		1%	✓	✓	800°C	8	1.6	4.8	✓	✓	✓
		Green 179	CI Green 26	✓	24%	34°C			✓			✓		800°C	8	2.5	5.2	✓	✓	✓
		Green 10C650	CI Green 17	✓	40%	25°C		✓	✓		5%	✓		800°C	8	1.8	5.1	✓	✓	✓
		Green 10G655	CI Green 50	✓	25%	35°C	✓	✓	✓	1%	10%	✓	✓	800°C	8	1.3	5.4	✓	✓	✓
		Yellow 10P110	CI Yellow 53	✓	69%	20°C	✓	✓	✓					800°C	8	1.4	4.6	✓	✓	✓
		Yellow 10P225	CI Brown 24	✓	63%	22°C	✓	✓	✓		2%	✓	✓	800°C	8	0.9	4.6	✓	✓	✓
		Yellow 10P270	CI Brown 24	✓	60%	19°C	✓	✓	✓		2%	✓	✓	800°C	8	1.3	4.6	✓	✓	✓
		Yellow 10P248	CI Brown 24	✓	65%	21°C	✓		✓			✓	✓	800°C	8	0.9	4.5	✓	✓	✓
		Yellow 196	CI Brown 24	✓	62%	20°C	✓	✓	✓		2%	✓	✓	800°C	8	1.6	4.6	✓	✓	✓
		Yellow 10P150	CI Yellow 227	✓	73%	21°C		✓	✓	1%	10%	✓		320°C	8	0.9	5.5	✓	✓	✓
		Orange 10P340	CI Yellow 216	✓	62%	23°C		✓	✓	1%	10%	✓		320°C	8	1.3	4.5		✓	✓
		Yellow 20P296	CI Black 12	✓	48%	26°C		✓	✓		5%	✓		800°C	8	1.0	4.2		✓	✓
		Brown 19FDA	CI Black 12	✓	46%	26°C	✓	✓	✓		5%	✓		800°C	8	2.0	4.1		✓	✓
		Yellow 10P256	CI Brown 48	✓	56%	26°C		✓	✓	2%	20%	✓		800°C	8	1.1	4.2		✓	✓
		Brown 10P857	CI Brown 33	✓	38%	25°C		✓	✓			✓		800°C	8	1.5	4.9	✓	✓	✓
		Brown 10P850	CI Yellow 164	✓	35%	26°C		✓	✓	2%	20%	✓		800°C	8	0.9	4.8	✓	✓	✓
		Violet 11T	CI Violet 16		15%	37°C		✓	✓					275°C	5	3.1	2.7	✓	✓	
		Violet 92	CI Violet 14		17%	39°C		✓	✓			✓		600°C	6	2.9	3.8		✓	✓

Color swatches are approximate and representative

ASTM C1549

ASTM D7990-15

For EN 71.3 (Cat. 1) and EN 71.3 (Cat. 111) the percent listed is max loading. O-FDA version available under different code.

Observed

ASTM D1366

ASTM D153

All values represent typical values and are not to be construed as specifications.



The Shepherd Color Company  
We Brighten Lives

# INORGANIC PIGMENTS FOR COATINGS

Masstone	4:1 Tint	Shepherd Product	Pigment Color Index	ARCTIC	Total Solar Reflectance	Oil Absorption	FDA Approved	CONEG	RoHS/ WEEE	EN 71.3 (Cat. 1)	EN 71.3 (Cat. 111)	AP (89)1	French Positive List	Heat Stability	Light Fastness (1-8)	Mean Particle Size (microns)	Specific Gravity
		Black 1G	CI Black 28		5%	11	✓		✓			✓		800°C	8	1.5	5.5
		Black 430	CI Black 28		6%	11	✓		✓			✓		800°C	8	0.9	5.4
		Black 20C920	CI Black 28		5%	17			✓			✓		800°C	8	1.0	5.1
		Black 444	CI Black 26		5%	24	○	✓	✓			✓		600°C	6	*4.1	5.3
		Black 10C912	CI Brown 29	✓	25%	9			✓			✓		800°C	8	1.6	5.2
		Black 10G996	CI Brown 29	✓	27%	9			✓			✓		800°C	8	1.2	5.4
		Black 10P950	CI Brown 29	✓	29%	11		✓	✓			✓		800°C	8	0.9	5.1
		Blue 385	CI Blue 28	✓	30%	30	✓	✓	✓		5%	✓	✓	800°C	8	1.0	4.2
		Blue 10C595	CI Blue 28	✓	30%	18	✓	✓	✓	1%	10%	✓	✓	800°C	8	1.1	4.3
		Blue 211	CI Blue 36	✓	29%	18	○	✓	✓			✓	✓	800°C	8	1.0	4.7
		Blue 424	CI Green 50	✓	42%	17	✓	✓	✓	1%	10%	✓	✓	800°C	8	2.0	3.7
		Green 187B	CI Blue 36	✓	29%	11		✓	✓		1%	✓	✓	800°C	8	1.6	4.8
		Green 179	CI Green 26	✓	24%	9			✓			✓		800°C	8	2.5	5.2
		Green 10C650	CI Green 17	✓	40%	9		✓	✓		5%	✓		800°C	8	1.8	5.1
		Green 10G655	CI Green 50	✓	25%	11	✓	✓	✓	1%	10%	✓	✓	800°C	8	1.3	5.4
		Yellow 10C112	CI Yellow 53	✓	71%	9	✓	✓	✓					800°C	8	1.4	4.6
		Yellow 10C242	CI Brown 24	✓	66%	15	✓	✓	✓		2%	✓	✓	800°C	8	0.7	4.5
		Yellow 10C229	CI Brown 24	✓	58%	17	✓	✓	✓		2%	✓	✓	800°C	8	1.0	4.7
		Yellow 10C151	CI Yellow 227	✓	75%	11		✓	✓	1%	10%	✓		320°C	8	0.9	5.5
		Orange 10C341	CI Yellow 216	✓	65%	19		✓	✓	1%	10%	✓		320°C	8	1.3	4.5
		Brown 19FDA	CI Black 12	✓	45%	13	✓	✓	✓		5%	✓		800°C	8	2.0	4.1
		Violet 92	CI Violet 14		17%	15		✓	✓			✓		600°C	6	2.9	3.8

All values represent typical values and are not to be construed as specifications.  
\*Particle size is highly influenced by dispersion energy and is often lower than this value when fully processed into a coating.

ASTM C1549

SCTM 134

For EN 71.3 (Cat. 1) and EN 71.3 (Cat. 111) the percent listed is at max loading.  
O-With FDA Certification Testing

Observed

ASTM D1366

ASTM D153

**Dynamix Stir-In Pigments are also available for coatings. Get PURE !**



# DYNAMIX

www.dynamixpigments.com

Brown product label indicates that the pigment is not Arctic.

Green 30C612

Green 30C654

Green 30C678

Yellow 30C119

Yellow 30C152

Yellow 30C236

# DYNAMIX

Black 30C933

Black 30C941

Black 30C940

Black 30C965

Blue 30C527

Blue 30C591

Blue 30C588

Brown 30C888

Orange 30C342

