

## Blues



**Phthalo Blue**

**1010053**

Blue with a green face red flop. A green shade blue that gives a green face and strong red flop in effect colors and a green shade in solid colors.



**Transparent Blue**

**1011054**

Low strength blue with a green face and red flop. A blue used when increased mixing accuracy is desired.



**Phthalo Greenish Blue**

**1010055**

Blue with a green face and a red flop. A green shade blue that gives a green face and a slightly red flop in effect colors and a green shade in solid colors.



**Stable Blue**

**1010057**

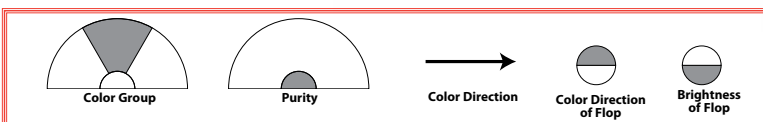
Blue with a red face and red flop. A red shade blue that gives a red face and flop in effect colors and a red shade in solid colors.



**Bright Blue**

**1010058**

Blue with a slightly dirty red face and flop. A very red shade blue that gives a strong red face and flop in effect colors and a dirty red shade in solid colors.



**ASK**





# Base Colorants

## Violets



**Violet**

**1010093**

Transparent very red shade blue. A strong red shade blue used in blue and red colors when a violet shade is desired.



**Transparent Violet**

**1011097**

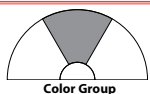
Low strength transparent very red shade blue. A strong red shade blue used when increased mixing accuracy is desired.



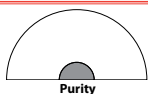
**Purple**

**1010098**

Blue shade slightly dirty violet. A violet used in red colors when a blue shade is desired.



Color Group



Purity



Color Direction



Color Direction of Flop



Brightness of Flop

**ASK**





# Base Colorants

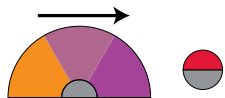
## Magentas and Maroons



**Maroon**

**1010092**

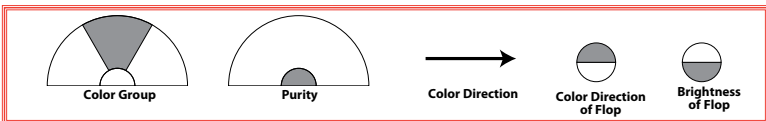
Transparent maroon with a yellow flop. A transparent maroon that gives a clean yellow shade to red effect colors.



**Magenta**

**1010095**

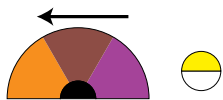
Clean blue shade organic red. A blue shade red used in effect and solid colors when a clean blue shade is desired.



**ASK**



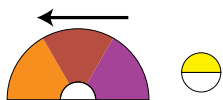
## Reds and Oranges



**Oxide Red**

**1010036**

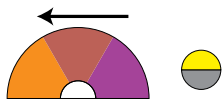
Opaque, yellow shade, and dirty inorganic red. An opaque red used in a wide range of solid colors when a red shade is desired.



**Bright Red**

**1010081**

Clean opaque organic red. A bright opaque red used in red and orange colors when a clean red shade is desired.



**Transparent Red**

**1010084**

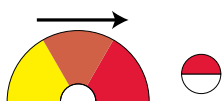
Yellow shade transparent organic red. A yellow shade red used in red effect colors when a yellow shade is desired.



**Stable Red**

**1010085**

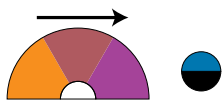
Clean slightly yellow shade red. A red used in effect and solid color reds when a yellow shade is desired.



**Organic Orange**

**1010086**

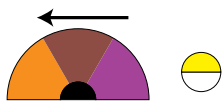
Opaque slightly dirty organic orange. An orange used to create solid orange, yellow and red colors.



**Strong Red**

**1010091**

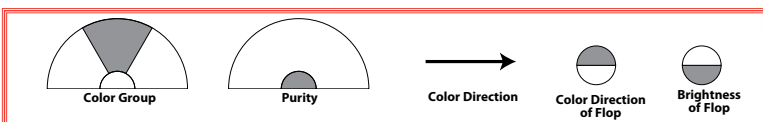
Very transparent blue shade organic red. A very transparent red used over effect colors as a mid-coat or in clean red colors.



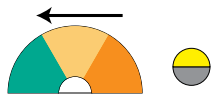
**Transparent Red Oxide**

**1011034**

Low strength opaque yellow shade dirty inorganic red. An opaque red used when increased mixing accuracy is desired.



## Yellows



**Transparent Yellow**

**1010061**

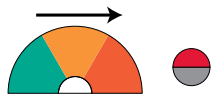
Green shade semi opaque organic yellow. A yellow used when a green shade is required in clean solid colors.



**Yellow Oxide**

**1010062**

Opaque green shade dirty inorganic yellow. An opaque yellow used in a wide range of solid colors when a yellow shade is desired.



**Fast Yellow**

**1010064**

Very red shade transparent organic yellow. A transparent red shade yellow used in gold and red effect colors when a clean yellow face is desired.



**Yellow Green**

**1010071**

Very green shade transparent yellow. A green shade yellow used in gold effect colors when a green shade is desired.



**Green Shade Yellow**

**1011090**

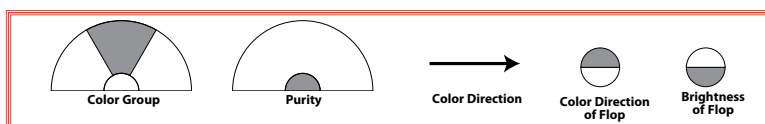
Bright green shade opaque yellow. A very opaque yellow used in solid yellow and orange colors when a clean green shade is desired.



**Red Shade Yellow**

**1011099**

Bright opaque organic yellow. A clean yellow used in solid yellow and orange colors when a clean yellow shade is desired.



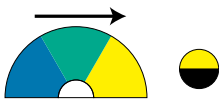
**ASK**





# Base Colorants

## Greens



**Stable Green**

**1010072**

Yellow shade transparent green. A green that gives a yellow shade face and flop in effect colors and also used in solid colors.



**Phthalo Green**

**1010074**

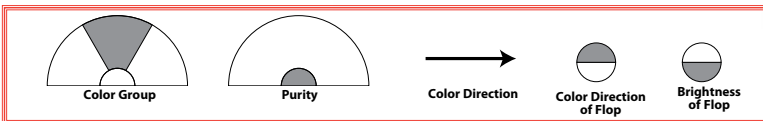
Blue shade transparent green. A green that gives a blue shade face and flop in effect colors and also used in solid colors.



**Transparent Green**

**1011079**

Low strength blue shade green. A green used when increased mixing accuracy is desired.



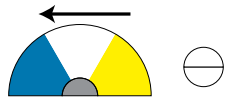
**ASK**





# Base Colorants

## Whites



**White**

**1010029**

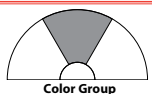
Opaque high strength white. A strong white used to make white colors and readily lightens solid colors.



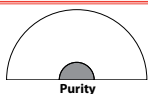
**Transparent White**

**1011020**

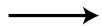
Low strength white. A white used when increased mixing accuracy is desired.



Color Group



Purity



Color Direction



Color Direction of Flop



Brightness of Flop

**ASK**





# Base Colorants

## Blacks



**Strong Black**

**1010012**

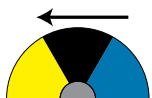
High strength high jetness carbon black. Used in black colors and readily darkens all colors.



**Mixing Black**

**1010014**

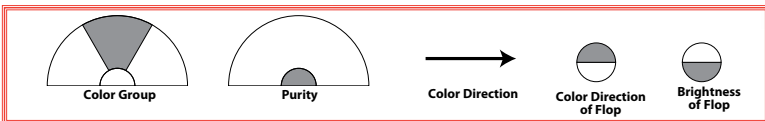
Low jetness mixing carbon black. A tinting black used when high jetness or a dark flop is not desired.



**Transparent Black**

**1011013**

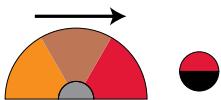
Low strength low jetness mixing carbon black. A tinting black used when high mixing accuracy is desired.



**ASK**



## Browns and Coppers



**Copper**

**1010040**

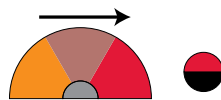
Transparent red shade inorganic gold. A red shade gold used in gold effect colors when a red shade is desired.



**Bronze**

**1010066**

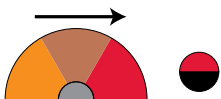
Transparent green shade inorganic yellow. A green shade gold used in gold effect colors when a green shade is desired.



**Transparent Brown**

**1010096**

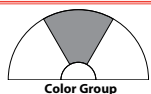
Red shade transparent brown. A transparent brown that gives a clean red shade in brown effect colors.



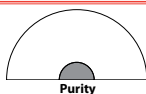
**Transparent Copper**

**1011041**

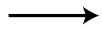
Low strength transparent red shade inorganic gold. A red shade gold used when increased mixing accuracy is desired.



Color Group



Purity



Color Direction



Color Direction of Flop



Brightness of Flop

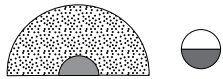
**ASK**





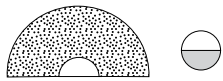
# Base Colorants

## Aluminums



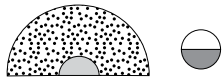
**Extra Fine Aluminum** 1112000

Very fine, grey, dirty silver.



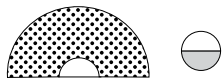
**Fine Aluminum** 1112001

Small bright silver.



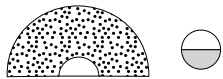
**Medium Aluminum** 1112003

Medium light flop silver.



**Coarse Aluminum** 1112005

Large grey silver.



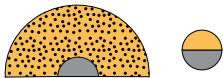
**Silver Aluminum** 1112006

Medium bright silver with a dark flop.



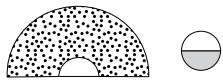
**Extra Coarse Aluminum** 1112007

Very large coarse appearance silver.



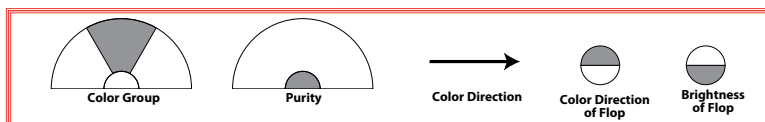
**Gold Aluminum** 1112008

Medium gold metallic flake.



**Lenticular Aluminum** 1112009

Fine bright silver with a dark flop.



ASK

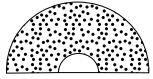




# Base Colorants

## Pearls

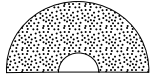
\*In order to ensure accurate color match, it is imperative that all paste Pearls are strongly shaken for a minimum of 5 seconds before reduction and application. This shaking will ensure that the pearl and xirallic pigments are properly mixed before adding to a formula, thus producing more consistent color accuracy.



**Fine White Pearl**

**1214001**

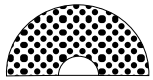
Small silver white pearlescent. A white pearlescent that readily lightens effect colors.



**Extra Fine White Pearl**

**1214003**

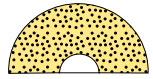
Very small silver white pearlescent. A white pearlescent that readily lightens effect colors.



**Medium White Pearl**

**1214005**

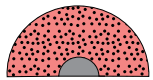
Silver white pearlescent. A white pearlescent that readily lightens effect colors.



**Satin Gold Pearl**

**1214033**

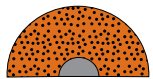
Translucent gold pearlescent. A gold pearlescent used to create gold, red and green effect colors when a gold face is desired.



**Red Pearl**

**1214040**

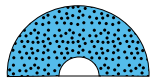
Semi-translucent red pearlescent. A red pearlescent used to create red, gold and orange effect colors when a red face and flop is desired.



**Brown Red Pearl**

**1214050**

Semi-translucent copper pearlescent. A copper pearlescent used to create red and gold effect colors when a copper face and flop is desired.



**Light Blue Pearl**

**1214452**

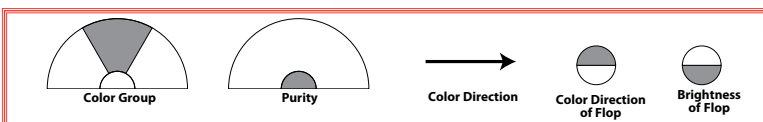
Translucent blue pearlescent. A blue pearlescent used to create blue and green effect colors when a blue face is desired.



**Light Red Pearl**

**1214460**

Translucent red pearlescent. A red pearlescent used to create red, gold and orange effect colors when a red face is desired.



# ASK

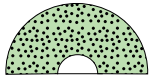




# Base Colorants

## Pearls

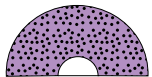
\*In order to ensure accurate color match, it is imperative that all paste Pearls are strongly shaken for a minimum of 5 seconds before reduction and application. This shaking will ensure that the pearl and xirallic pigments are properly mixed before adding to a formula, thus producing more consistent color accuracy.



**Green Pearl**

**1214470**

Translucent green pearlescent. A green pearlescent used to create green and blue effect colors when a green face is desired.



**Lilac Pearl**

**1214490**

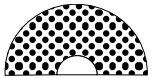
Translucent violet pearlescent. A violet pearlescent used to create red and blue effect colors when a violet face is desired.



**White Pearl**

**PT29**

Clean white pearl used to match pearlescent and pearl midcoat colors.



**Crystal Silver Pearl**

**PT30**

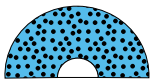
Synthetic pearlescent crystal. Smaller particle size than traditional pearl with much larger sparkle. Cleaner / less yellow flop than traditional pearl.



**Radiant Red Pearl**

**PT33**

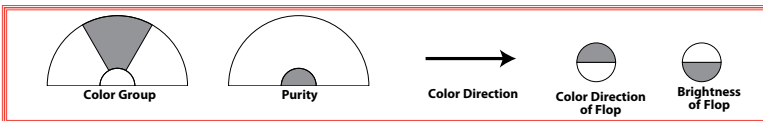
Synthetic pearlescent crystal. Smaller particle size than traditional pearl with much larger sparkle. Cleaner / less yellow flop than traditional pearl.



**Galaxy Blue Pearl**

**PT34**

Synthetic pearlescent crystal. Smaller particle size than traditional pearl with much larger sparkle. Cleaner / less yellow flop than traditional pearl.



# ASK





# Base Colorants

## Specialty Toners

**ATX™ Standard Basecoat Mixing Binder**      **1190140**

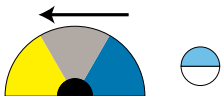
Basecoat balancing clear.

**Metallic Control Agent**      **159944**

10% or less can be use to lighten the flop of a metallic basecoat color and create the appearance of a larger metallic sparkle while having little effect on the face of the color. These effects are more subtle than using white or white mica.

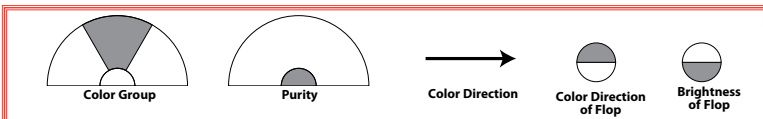
**3.5 VOC Basecoat Mixing Binder**      **1190835**

Basecoat balancing clear. Used in 3.5 VOC Basecoat colors only.



**Micro White Pearl**      **1214423**

Yellow face blue flop effect white. A transparent white used when a gold face and blue flop is required in effect colors.



**ASK**

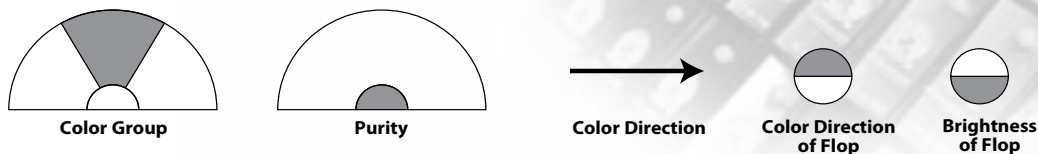





# Using the ATX™ Colorant Pictographs

The characteristics of color are consistent through the world, therefore the ATX™ System toner pictographs are designed to provide paint/color technicians a visual explanation of the characteristics of each colorant, independent of the technicians language or geographical location. Just as with a printed description of color characteristics, a basic knowledge of color theory is necessary to effectively utilize this tool.

The pictograph shows each colorant's characteristics of Lightness, Saturation, and Hue from both Face and Flop as follows:



## Example: Characteristics of 1010057 Stable Blue

	<b>Stable Blue</b>	<b>1010057</b>	Blue with a red face and red flop. A red shade blue that gives a red face and flop in effect colors and a red shade in solid colors.
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- 1) Color Group is the Basic Color.** In the example given above, the "Color Group" is "Blue". Colorant groups are Blue, Violet, Magenta, Maroon, Red, Orange, Yellow, Gold, Green, White, Black, Metallic, Mica, and Specialty.
- 2) Purity.** Indicates how "Clean" or "Dirty / Gray" the colorant appears when viewed from the "Face" or "Head On". The white icon indicates that 1010057 is a "clean" or "pure" blue. In simplest terms, "Pure" or "Clean" indicates an absence of Grayness; the term "Dirty" indicates the presence of Grayness.
- 3) The arrow.** Indicates "Color Direction" or "Cast" of the colorant as viewed from the "Face" or "Head On". Each colorant group can vary in only two directions and are indicated to the right and left of the "Color Group" icon. The arrow indicates that 1010057 is a "Red Shade" Blue.
- 4) Color direction of Flop.** The "Red" icon indicates that when used in a metallic color, this blue appears "red" or "purple" when viewed from an angle.
- 5) Brightness of Flop.** The "gray" icon indicates that when used in a metallic color, this blue has a slightly "dark" appearance when viewed from an angle.

