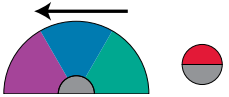


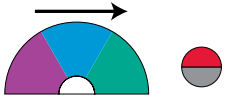
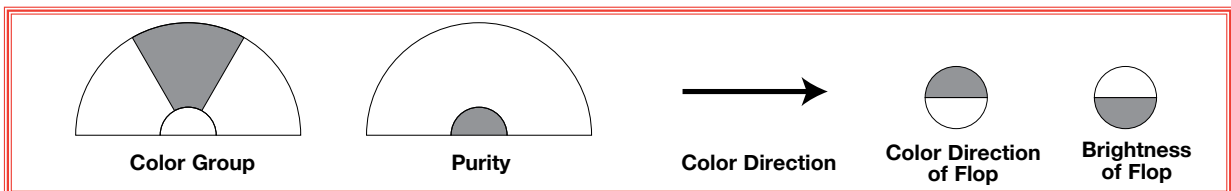


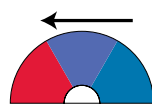
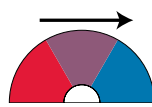
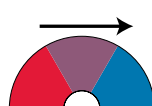
BASE COLORANTS Blues

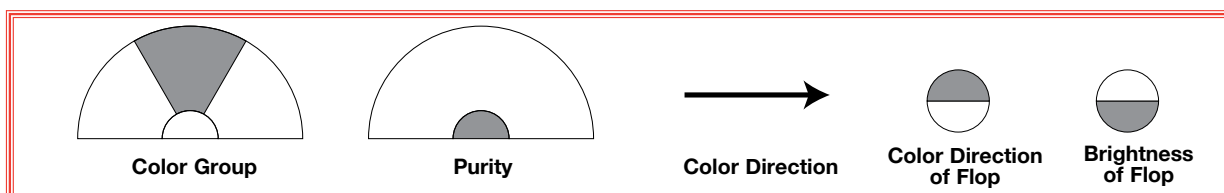
	<u>Name</u>	<u>S-W #</u>	<u>Remarks</u> BLUES
	HS Indo Blue	GT1016	Very red shade blue on the face and side tone (flop). Gives a red cast to both solid and metallic colors. Appears very red and dirty when used in medium to dark solid blues.
	Royal Blue	GT1017	Blue with a red face and side tone (flop). Not as red as GT1016 but redder than GT1018.
	Pacific Blue	GT1018	Blue with slightly green face and slightly red side tone (flop). Redder than GT1019 but greener than GT1017.
	Oceanic Blue	GT1019	Blue with a green face and green side tone (flop). Slightly greener than GT1018.
	Baltic Blue	GT1020	Blue with a green face and a very red side tone (flop).
	LS Blue	GT1063	Low strength blue with slightly green face and slightly red side tone (flop) used in white, silver and pastel colors.



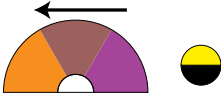



BASE COLORANTS

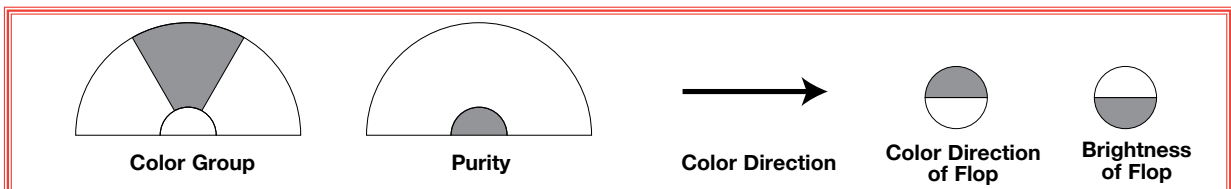
Violets

	<u>Name</u>	<u>S-W #</u>	<u>Remarks</u>
	Plum Violet	GT1015	Very red shade blue on the face and side tone (flop). Gives a dirty red cast in solid and metallic colors.
	LS Violet	GT1064	Low strength violet used in white, silver and pastel colors. Has a blue cast on face and sidetone (flop) in solid and metallic colors.
	Violet	GT2047	Has a blue cast in solid and metallic colors on the face and side tone (flop). Bluer than GT1048.

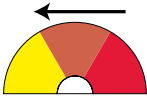
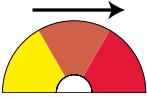
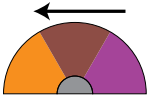


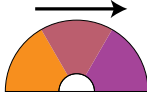

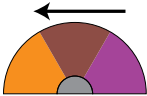


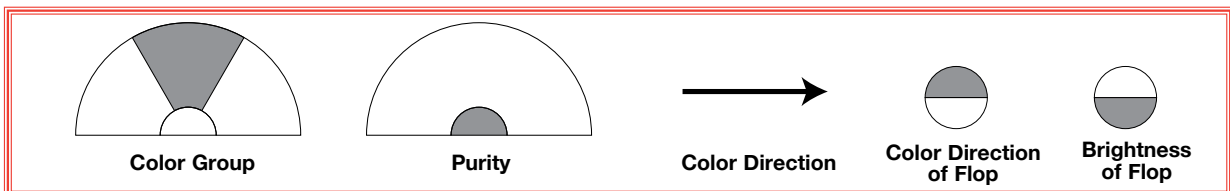
BASE COLORANTS Magentas & Maroons

<u>Name</u>	<u>S-W #</u>	<u>Remarks</u>
	Ruby Maroon GT1046	Moves color darker and dirtier on the face and side tone (flop). Use small amount when tinting metallics.
	Magenta GT1048	Gives a clean blue cast in solid and metallic colors. Cleaner and bluer than GT1051.
	Royalty Rose GT1051	Gives a clean blue cast with a dark side tone (flop). Darker, yellower and cleaner than GT1047. Primarily used in metallics.
	Cabernet GT1052	Gives a blue face and side tone to maroon and dark reds. Darker and bluer on the face and side tone (flop) than GT1046.

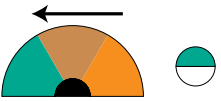
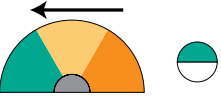
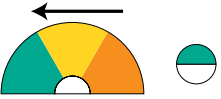
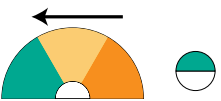
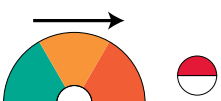
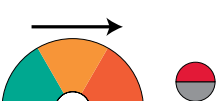
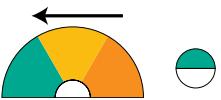


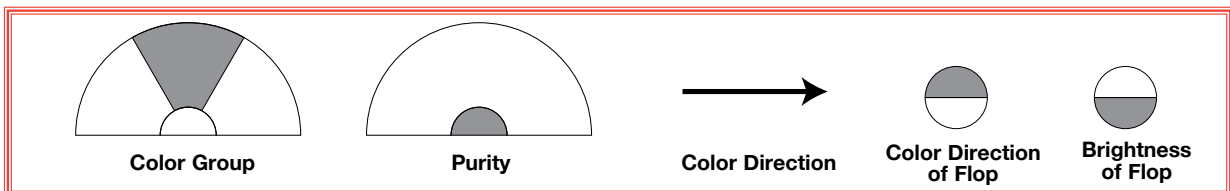
BASE COLORANTS Reds & Oranges

	<u>Name</u>	<u>S-W #</u>	<u>Remarks</u>
	Orange	GT1039	Yellow shade orange. Redder than GT1030. Do not use unless already in formula.
	Autumn Orange	GT1043	Red shade orange. Dirtier than GT1039. Commonly used for solid red and yellow colors.
	Bright Red	GT1045	Dirty red gives a rust (red brown) color. Use in solid colors only.
	Vermillion Red	GT1049	Blue shade red on the face and side tone (flop). Bluer than GT1050 with a chalky side tone (flop) in metallic colors. Used in solid reds and red metallics.
	Lipstick Red	GT1050	Very bright and clean yellow shade red. Yellower and cleaner than GT1049. Do not use unless already in formula.
	Wine	GT1053	Blue shade transparent red used for clean red metallics.
	Flame Red	GT1054	Yellow shade transparent red used for clean red metallics.
	LS Red	GT1065	Low strength dirty red used in white, silver and pastel colors. Excellent to tint solid white. Use only small amounts when tinting metallic colors. Gives a chalky side tone (flop) in metallic colors.



BASE COLORANTS Yellows

	<u>Name</u>	<u>S-W #</u>	<u>Remarks</u>
	Harvest Yellow	GT1025	Yellow oxide. Gives a dirty yellow cast to solid and metallic colors.
	Pale Yellow	GT1026	Green shade yellow. Lacks color intensity. Commonly used in place of white when tinting yellows, oranges, and reds to achieve a cleaner color.
	Lemon Yellow	GT1028	Bright green shade yellow. Our cleanest yellow.
	Golden Yellow	GT1029	Bright green shade yellow with a slightly green cast. Redder than GT1028 but greener than GT1030.
	Autumn Yellow	GT1030	Red shade yellow. Gives a chalky effect in solid colors. Do not use unless already in formula.
	Pumpkin	GT1033	Transparent red shade yellow on the face with a light red side tone. Commonly used to tint gold metallics.
	LS Yellow	GT1066	Low strength yellow used in white, silver and pastel colors. Gives a dirty yellow cast to solid and metallics.



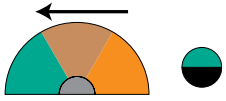
BASE COLORANTS Golds & Greens

Name

S-W #

Remarks

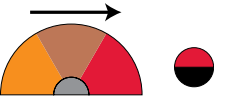
GOLDS



Harvest Gold

GT1034

Transparent yellow shade gold. Commonly used in gold metallics. Yellower than GT1044.

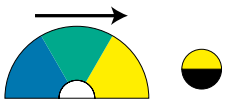


Aztec Gold

GT1044

Transparent Gold. Gives a red brown cast on the face and side tone (flop). Commonly used in gold metallics.

GREENS



Sea Green

GT1022

Green with a yellow cast on the face and side tone (flop).



Moss Green

GT1032

Transparent yellow with a green face and very green side tone (flop). Used primarily in metallics.



Emerald Green

GT1021

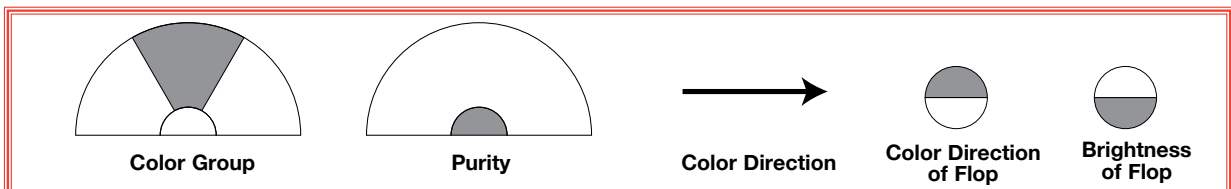
Green with a blue cast on the face and side tone (flop).



LS Green

GT1062

Low strength green with blue cast on face and side tone (flop). Used in white, silver and pastel colors.



BASE COLORANTS Whites & Blacks

Name

S-W #

Remarks

WHITES



Arctic White

GT1011

Clean white used in white and light pastel colors. Should not be used to tint metallics.

BLACKS



Black Licorice

GT1013

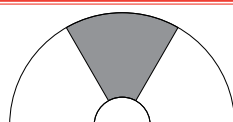
Moves color darker and dirtier on the face and side tone (flop). Use small amounts when tinting metallics.



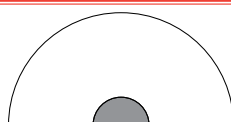
LS Black

GT1061

Low strength black used in white, silver and pastel colors. Moves color darker and dirtier on the face and side tone (flop). Use small amounts when tinting metallics.



Color Group



Purity



Color Direction



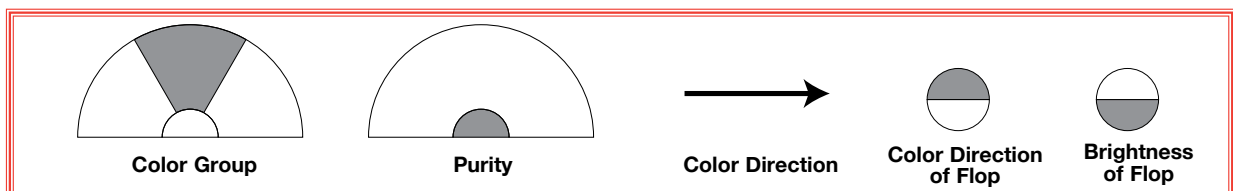
Color Direction
of Flop



Brightness
of Flop

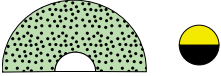
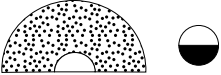
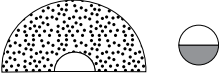
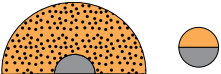
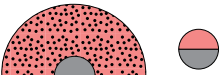
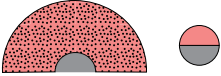
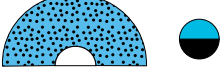
BASE COLORANTS Basecoat Metallics

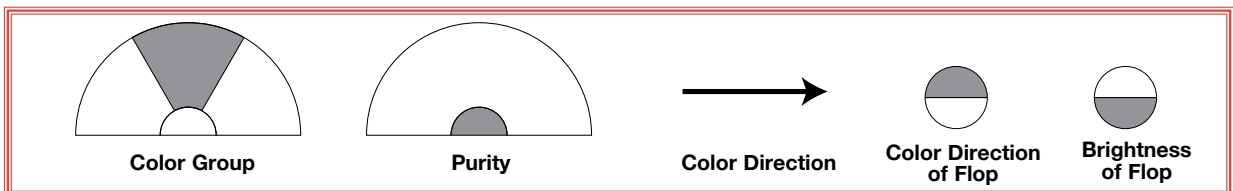
	<u>Name</u>	<u>S-W #</u>	<u>Remarks</u>
	Small Metallic	GT1055	Small pancake shape flake. Gives a grainy bright sparkle.
	Large Bright Metallic	GT1057	Large pancake shape flake. Smaller particle size and darker side tone (flop) than GT1059.
	Coarse Metallic	GT1058	Very large and bright pancake flake. Darker on the side tone (flop) than GT1059.
	Large Metallic	GT1059	Large flake size, slightly bright. Larger particle size than GT1057.
	Fine Metallic	GT1060	Fine, bright corn-flake aluminum with a light face and side tone (flop).
	Gold Metallic	GT1068	Use in addition to or substitute for metallic. Give a gold face and side tone (flop).



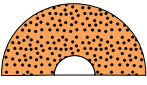

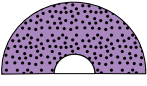

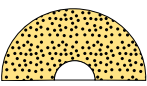

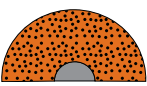

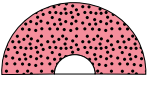



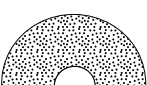

BASE COLORANTS

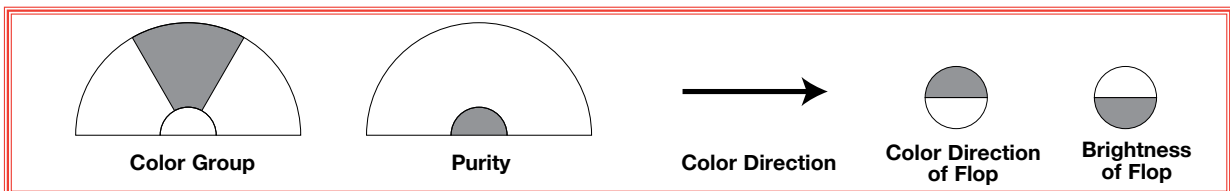
Micas

	<u>Name</u>	<u>S-W #</u>	<u>Remarks</u>
	Pearl Tones		DRY MICAS
	Green Pearl	PT 7	Used in addition to or substitute for metallic. Gives a blue green face and yellow green side tone (flop).
	White Mica	PT 8	Used in addition to or substitute for metallic. Light on the face and side tone (flop). Will lighten a dark side tone (flop) without drastically changing the face. Larger particle size and darker on the side tone (flop) than PT 9 Small White Mica.
	Small White Pearl	PT 9	Used in addition to or substitute for metallic. Smaller particle size and lighter side tone (flop) than PT 8 White Mica. Will lighten a dark side tone (flop) without drastically changing the face.
	Bronze Pearl	PT 10	Used in addition to or substitute for metallic. Yellow face and side tone (flop).
	Russet Pearl	PT 11	Used in addition to or substitute for metallic. Red yellow face and side tone (flop). Larger particle size than PT12.
	Small Russet Pearl	PT 12	Used in addition to or substitute for metallic. Red yellow face and side tone (flop). Smaller particle size than PT11.
	Blue Pearl	PT 13	Used in addition to or substitute for metallic. Gives a blue face with little effect on the side tone (flop). Larger particle size than PT23.

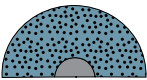

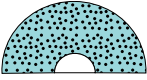

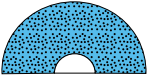

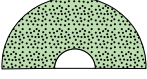

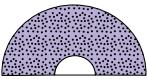

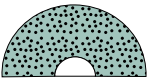

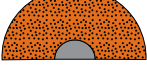





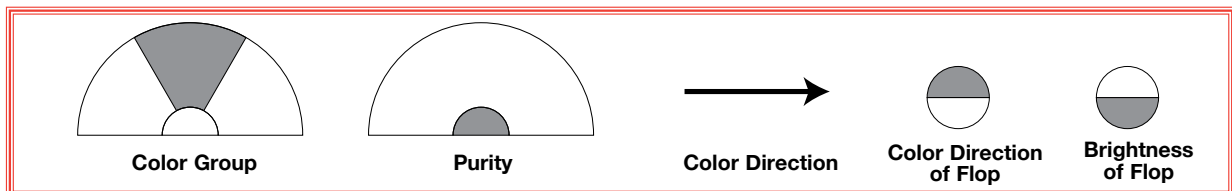
BASE COLORANTS Micas (cont.)

	<u>Name</u>	<u>S-W #</u>	<u>Remarks</u>
	Pearl Tones		DRY MICAS
	 Orange Pearl	PT 14	Used in addition to or substitute for metallic. Gives an orange face with little effect on the side tone (flop).
	 Lilac Pearl	PT 15	Used in addition to or substitute for metallic. Gives a red face to blue colors with little effect on the side tone (flop). Redder than PT25.
	 Gold Pearl	PT 16	Used in addition to or substitute for metallic. Gives a gold-yellow face, with little effect on the side tone (flop).
	 Copper Pearl	PT 17	Used in addition to or substitute for metallic. Gives a copper (red brown) face and side tone (flop). Redder than PT10.
	 Red Pearl	PT 18	Used in addition to or substitute for metallic. Clean red blue face with little or no effect on the side tone (flop).
	 Moss Green Pearl	PT 19	Used in addition to or substitute for metallic. Clean green pearl with a blue green face and yellow green side tone (flop). Yellower and stronger in tinting strength than PT7.
	 Fine White Pearl	PT 20	Used in addition to or substitute for metallic. Our smallest white mica with a lighter side tone (flop) than PT 8 and PT 9 White Micras. Will lighten a dark side tone (flop) without drastically changing the face.









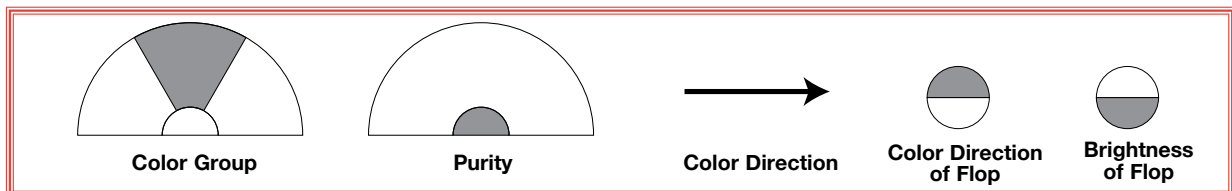
BASE COLORANTS Micas (cont.)

	<u>Name</u>	<u>S-W #</u>	<u>Remarks</u>
	Pearl Tones		DRY MICAS
	 Blue Gray Pearl	PT 21	Used in addition to or substitute for metallic. Gives a blue gray face and side tone (flop).
	 Aqua Green Pearl	PT 22	Used in addition to or substitute for metallic. Medium particle size with a blue green face and a yellow green side tone (flop).
	 Blue Pearl	PT 23	Used in addition to or substitute for metallic. Gives a blue face and side tone (flop). Smaller particle size than PT13.
	 Fine Green Pearl	PT 24	Used in addition to or substitute for metallic. Gives a blue green face with yellow green side tone (flop). Smaller particle size than PT7.
	 Fine Violet Pearl	PT 25	Used in addition to or substitute for metallic. Gives a red face side tone (flop). Bluer than PT15.
	 Scarab Red Pearl	PT 26	Used in addition to or substitute for metallic. Gives a green face with a red brown side tone (flop).
	 Fine Copper Pearl	PT 27	Used in addition to or substitute for metallic. Gives a copper (red brown) face and side tone (flop). Smaller particle size than PT17.
	 White Pearl	PT 29	Clean white pearl used to match pearlescent and pearl midcoat colors. Bluer than PT 8.



BASE COLORANTS Specialty Toners

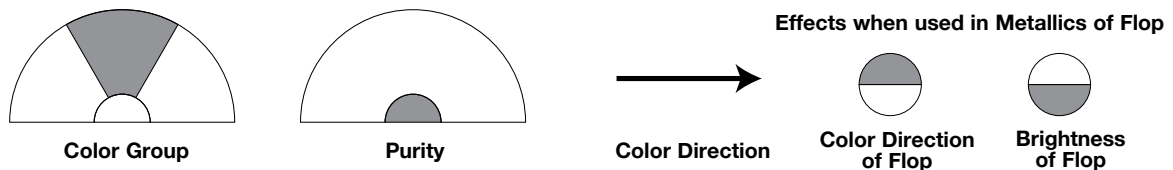
	<u>Name</u>	<u>S-W #</u>	<u>Remarks</u>
	Pearl Tones		SPECIALTIES
	 Flattening Base	GT1010	In addition to producing flat and semi-gloss finishes, small quantities (10% or less) can be used to lighten the side tone (flop) of a metallic basecoat color and create the appearance of a larger metallic sparkle while having little effect on the face of the color. These effects are more subtle than using white or white mica.
	 Micronized White	GT1012	Basecoat colors only. Used in addition to metallic or mica producing a unique frosted glaze appearance with a yellow glow on the face and a blue side tone (flop).
	 Basecoat Colorant	GT1014	Basecoat colors only. Used in addition to Graphitan metallic and mica providing a soft antique metallic effect. In strong sunlight the side tone (flop) appears smoky brown.



Using the GENESIS® System Colorant Pictographs

The characteristics of color are consistent throughout the world, therefore the GENESIS® 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 Depth, Cast, and Grayness from both Face and Flop (Side Tone) as follows:



Example: Characteristics of GT1017 Royal Blue.

		Royal Blue	GT1017	Blue with a slightly red face and side tone (flop).
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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". The white icon indicates that U7132 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 U7132 is a "Red Shade" Blue.

4) Color direction of Flop (Sidetone).

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 (Sidetone).

The "gray" icon indicates that when used in a metallic color, this blue has a slightly "dark" appearance when viewed from an angle.