

paint ingredients harmonized  
through pigment dispersant

feature

# COLOR GIVES US LIFE

How important is color? Just look out of the window.

For most people, a bright summer's day will lift their spirits far more than any dark wintery night. Ultimately, humans are happier when surrounded by color – hence one of the big trends for 2023 is 'green exercise'; working out in a natural environment to lift mood while re-energizing the mind and body.

This same principle applies to the environments that we create for ourselves. It's why paint formulators and manufacturers invest heavily in consumer research to determine 'this season's color' – based on deep analysis of consumer behavior, societal influences, and current affairs. What's more, this is done months (or even years) in advance. For example, according to one leading analyst, the trend color for 2024 will be...Apricot Crush!

But what if you wanted Apricot Crush...with a twist of lemon? No problem. As anyone who has visited a paint or DIY store recently will know, it's now possible to buy virtually any color of paint you can imagine. You simply choose a base paint; the relevant colorants (pigments) are added while you wait; and hey presto! One tin of Apricot-Lemon Crush. It's all so simple for the consumer – as it should be. However, for the paint industry, this customization presents a serious challenge. Customization makes pigment dispersants critical, as they have the ability to bring colorants and other paint ingredients together.

Enter Xiran Pigment Dispersant. Based on SMA (styrene maleic anhydride) derivatives, Xiran has the ability to harmonize different colorants and other ingredients in the paint formulation in way that is unmatched by other technologies. The result is with dazzling color that remains consistent and reproducible under all conditions. Great news for our customers and their customers.

Achieving a solution like this doesn't happen overnight. As the original developers of SMA technology, **aurorium** has been developing and refining this technology since the 1960s. We've seen a lot of color trends since then, but there's one trend that will never go away: giving people the colors they need to make life a little brighter.



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