



Pigment Red 168 (PR168)

**High-Performance Perylene Red Pigment
Applications in Coatings, Plastics, and Inks**



Introduction

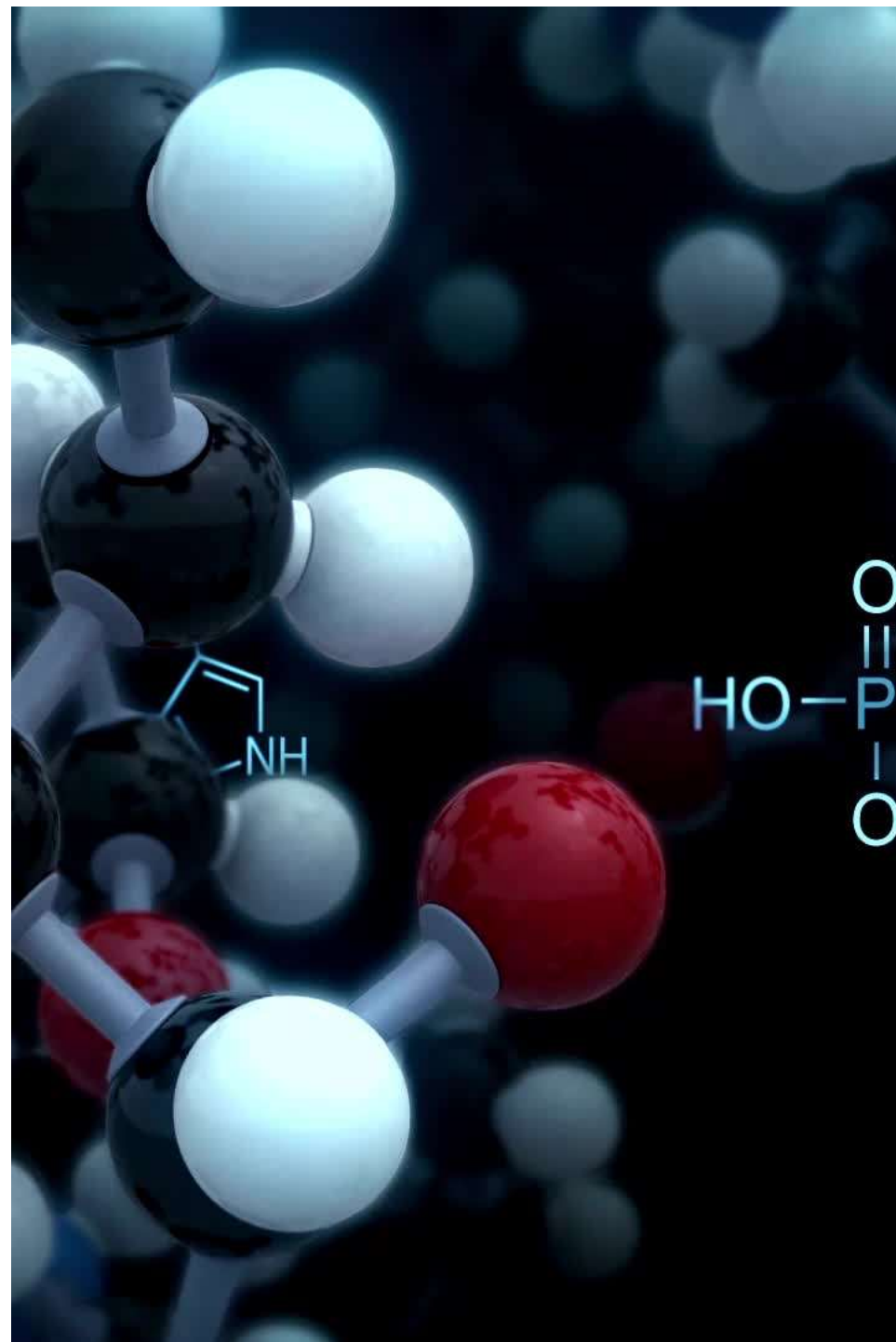
- **Pigment Red 168 (PR168)**
- **Class: Di Bromo Anthranone Red pigment**
- **Brilliant red shade with excellent durability**
- **CAS No. 17038-89-4**






Chemical Structure & Properties

- **Molecular Formula:**
C₃₂H₁₆N₂O₂
- **Molecular Weight:** ~476 g/mol
- **Transparency:** Medium to high
- **Tinctorial Strength:** Excellent
- **Lightfastness:** Outstanding





Performance Characteristics

- • **Excellent lightfastness** 
- • **High weather resistance** 
- • **Very good heat stability** 
- • **Excellent solvent fastness** 

Applications



• AUTOMOTIVE
COATINGS 



• INDUSTRIAL
PAINTS 



• DECORATIVE
PAINTS 



• PLASTICS 



• PRINTING
INKS 

Shade & Visuals



- Vibrant, brilliant red shade

- Compared with PR149, PR170, PR266

- Preferred for outdoor coatings

SHADE COMPARISON



MASS TONE
VIBFAST RED 168
PIGMENT RED 168 – BLUER TONE
APPLICATIONS: SB PAINTS

STANDARD
HOSTAPERM SCARLET GO

SAMPLE
VIBFAST SAMPLE



TINT TONE
VIBFAST RED 168
PIGMENT RED 168 – BLUER TONE
APPLICATIONS: SB PAINTS

STANDARD
HOSTAPERM SCARLET GO

SAMPLE
VIBFAST SAMPLE



SHADE COMPARISON



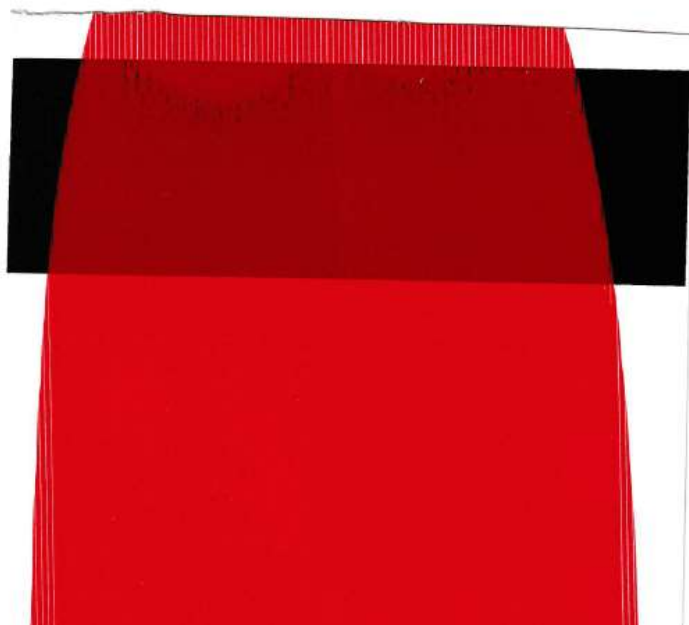
MASS TONE

VIBFAST RED 168

PIGMENT RED 168 – YELLOWER TONE

APPLICATIONS: SB PAINTS

STANDARD
HOSTAPERM SCARLET GO



SAMPLE
VIBFAST SAMPLE

TINT TONE

VIBFAST RED 168

PIGMENT RED 168 – YELLOWER TONE

APPLICATIONS: SB PAINTS

STANDARD
HOSTAPERM SCARLET GO



SAMPLE
VIBFAST SAMPLE

Advantages



- Clean, brilliant red color
- Non-bleeding properties
- Excellent outdoor durability
- Balanced cost vs. performance



Market Insights

- **Widely used in high-performance coatings & plastics**
- **Growing demand in Asia-Pacific & Europe**
- **Key suppliers: BASF, Clariant, DIC, Sudarshan**



Safety & Regulatory

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- **REACH compliant**
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- **Non-toxic under normal use**
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- **Handle with protective equipment**



Conclusion

Pigment Red 168 is a vibrant high-performance pigment

Ideal for automotive and outdoor applications

A preferred choice in coatings and plastics industry



CONTACT INFORMATION

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