



# **Pigment Yellow 110 (PY110)**

**High-performance Isoindolinone  
Yellow Pigment  
Applications in Coatings, Plastics,  
and Inks**



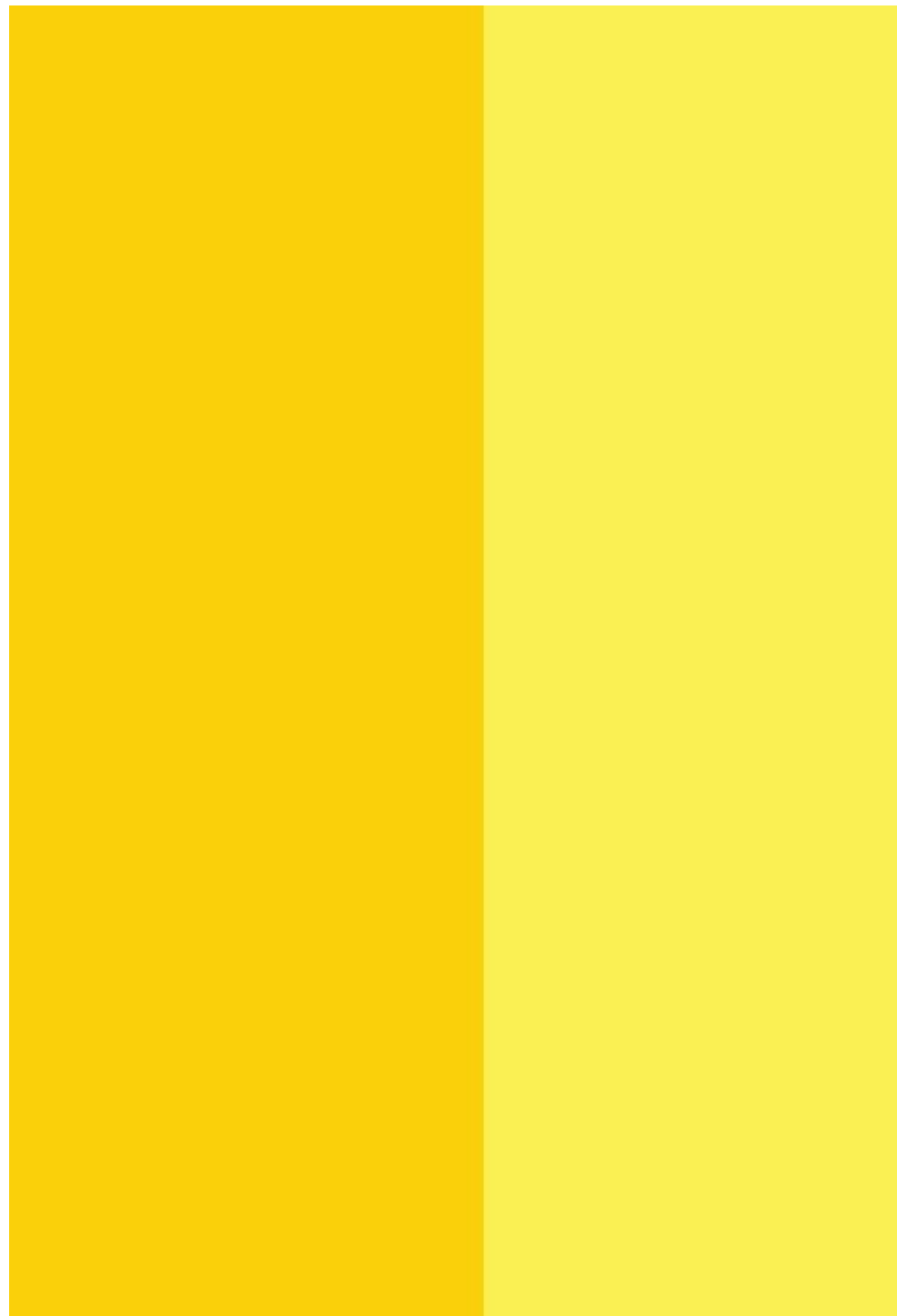
# Introduction

**Pigment  
Yellow 110  
(PY110)**

**Class:  
Isoindolinone  
yellow  
pigment**

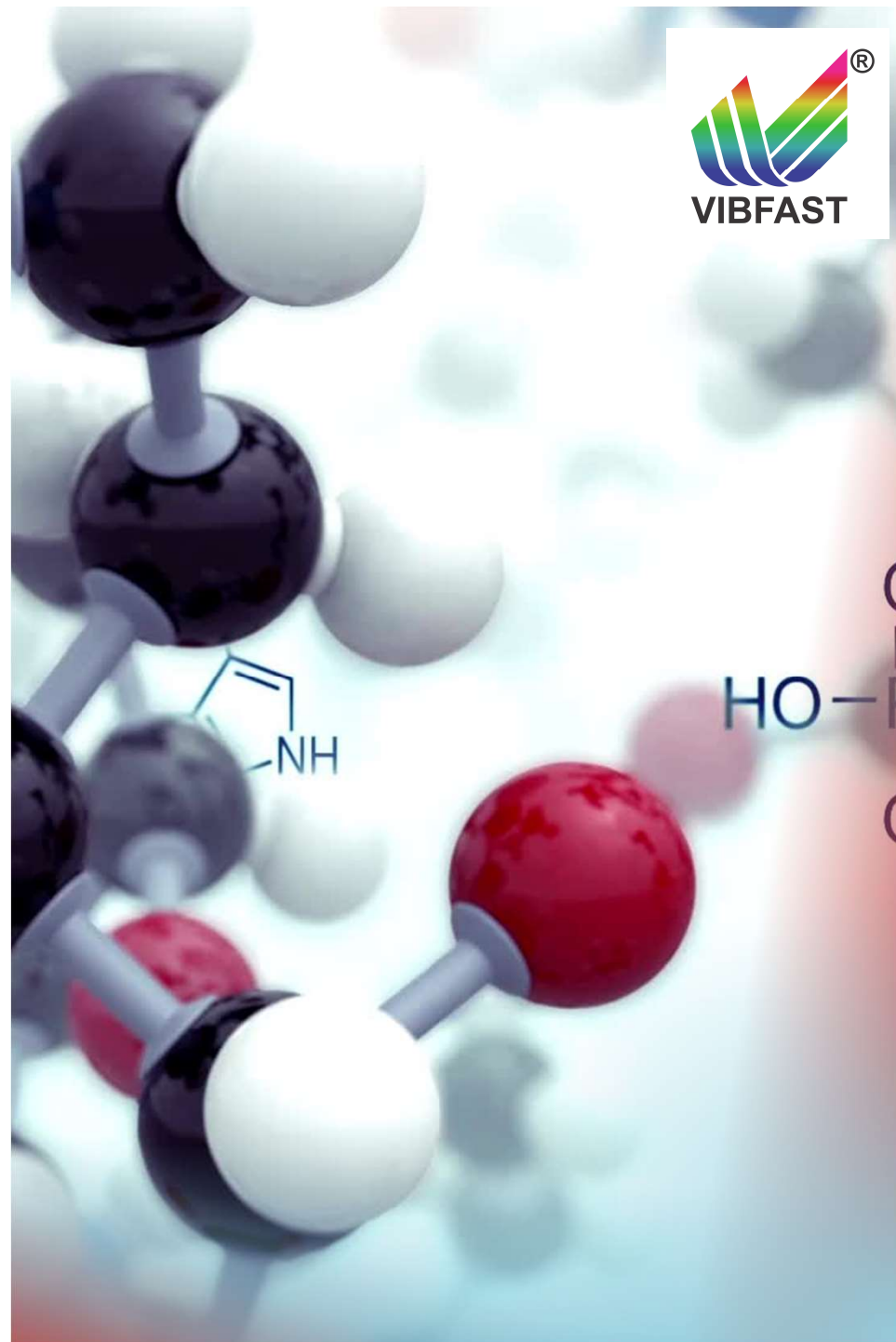
**Bright yellow  
shade with  
excellent  
durability**

**CAS No.  
5590-18-1**



# Chemical Structure & Properties

- Molecular Formula:  
 $\text{C}_{26}\text{H}_{26}\text{N}_2\text{O}_4$
- Molecular Weight:  $\sim 430 \text{ g/mol}$
- Transparency: High
- Tinctorial Strength: Excellent
- Lightfastness: Outstanding



# Performance Characteristics



- EXCELLENT  
LIGHTFASTNESS



- HIGH WEATHER  
RESISTANCE



- GOOD HEAT  
STABILITY



- EXCELLENT  
SOLVENT FASTNESS

# Applications



- **Automotive coatings**

- **Industrial paints**

- **Decorative paints**

- **Plastics**

- **Printing inks**

# Advantages

- High durability

- Non-bleeding properties

- Bright & clean yellow shade

- Excellent outdoor performance



## **Comparison with Other Yellows**

**Compared with PY139,  
PY154, PY138:**

- **PY110 gives more reddish shade**
- **Superior weatherfastness**
- **Balanced cost vs. performance**

## Market Insights

- Widely used in automotive & plastic sectors



- Increasing demand in Asia-Pacific region



- Major suppliers: BASF, Clariant, Sudarshan

# Safety & Regulatory

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- REACH COMPLIANT



- NON-TOXIC UNDER  
NORMAL USE



- HANDLE WITH  
PROTECTIVE EQUIPMENT

# Conclusion

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**PIGMENT YELLOW 110 IS  
A HIGH-PERFORMANCE  
PIGMENT**



**IDEAL FOR DEMANDING  
APPLICATIONS  
REQUIRING DURABILITY**



**PREFERRED IN  
AUTOMOTIVE COATINGS  
AND HIGH-END PLASTICS**



## **CONTACT INFORMATION**

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