

Launch

NEW PRODUCTS

Refresh Your Brand

Color is the easiest, fastest and most affordable way to innovate.



PACKAGING

Radiate Brilliance & Vibrancy WITH DAYGLO

1

BRANDING

We help brand managers and designers gain recognition and traction for their products to build strong, lasting brand identities to stand out from the competition.

2

COLOR DIMENSION

Achieve new dimensions for package design with color. From functional to luxurious packaging formats, our customized color solutions help increase shelf appeal and attract more attention at point of sale.

3

SPECIALIZATION

Offering high quality products and years of technical experience, suppliers and manufacturers partner with DayGlo to achieve specialized colorants for flexible and rigid packaging formats.

4

PRINTING

We specialize in developing pigments suitable for polyolefins for injection molding, blow molding and rotational molding, as well as engineering resins, plastisols and vinyl resins. For package printing applications, we develop products for gravure, flexographic screen and lithographic inks.

PIGMENTS ARE **3 TIMES BRIGHTER** Than Regular Colors

Fluorescent colors noticed **75% SOONER** THAN CONVENTIONAL COLOR at 1.2 seconds verses 2 seconds

Fluorescent colors hold attention for **116% LONGER**

GRAPHIC ARTS

LABEL DESIGN

Eye catching colors sell. DayGlo creates color solutions that can be reproduced for any printing application. Achieve a differentiated brand identity with consistent and quality coloring for gravure inks, flexographic inks, screen inks, and lithographic inks.

RELATED PRODUCTS:*

- ECO Pigments
- Solvent Soluble
- Splash/WFD Water Dispersions
- Starfire® II Litho Bases
- Starfire® II Litho Inks
- Water Soluble
- Zydeco™ UV Base



MAKE A LASTING IMPRESSION THROUGH COLOR

STARFIRE® II LITHO BASES

StarFire® II Litho Bases are a unique combination of ultra-fine, high strength fluorescent pigment dispersed in a rheologically controlled vehicle system. This yields maximum color density and excellent printability.

FEATURES & BENEFITS:

- Excellent task stability
- Advanced rheology
- Faster setting & drying
- Non-chalking
- Ultra low emulsification
- Improved ink transfer

TYPICAL PROPERTIES

Large Viscosity	75-105 Sec @ 90 °F
Pigment Concentration	>50%Thermoplastic Dyed Polymer
Vehicle/Type	Proprietary/Resin Modified Alkyd
Weight Per Gallon	9.2-9.4 Lbs./Gal.
Volatile Organic Compounds	0.4-0.5 Lbs./Gal.

ULTRA-FINE

HIGH STRENGTH

EXCELLENT PRINTABILITY

STRONGER BRIGHTER COLORS

Also available in inks

ZYDECO™ UV BASE

Zydeco™ ink bases are a unique combination of ultra-fine, high strength, formaldehyde-free, fluorescent pigment particles that are dispersed in a vehicle system that has been specifically formulated for use in energy curable systems.

PANTONE® COLORS2:*

- ZYB-802 PANTONE 802
- ZYB-803 PANTONE 803
- ZYB-804 PANTONE 804
- ZYB-805 PANTONE 805
- ZYB-806 PANTONE 806
- ZYB-807 PANTONE 807

TYPICAL PROPERTIES

Grind	6.5+ Hegman Gauge, NPIRI-0
Laray Viscosity	20-40 seconds @ 90 °F (200 gram weight, over 10cm)
Pigment Concentration	45-55% Thermoplastic Dyed Polymer
Vehicle Type	Proprietary Energy Curable System
Weight Per Gallon	10.1-10.3 Pounds

UNIQUE

FORMALDEHYDE-FREE

EXCELLENT PRINTING

BRIGHT, HIGH GLOSS FLUORESCENT INKS

PLASTICS

PACKAGING

DayGlo colors are bold and distinct, unique and memorable. With an almost infinite palette at our fingertips, we make people take notice so that your products stand above the noise.

DayGlo works closely with masterbatch producers, designers and manufacturers to explore new avenues of product development and market growth. We specialize in developing pigments suitable for polyolefins for injection molding, blow molding and rotational molding, as well as engineering resins, plastisols and vinyl resins.

RELATED PRODUCTS:

- Ezentus™ EZ
- Fluorescent Dyes
- Microsphere MP
- Non Fluorescent Dyes
- Gem-Tone™ FDA
- GloPrill® FDA
- GloPrill® Non FDA
- NightGlo™
- NX-C Pigments
- Optical Brighteners
- Phantom™
- VC/VCL Colorants
- Z/ZQ Pigments

FROM SAFETY EQUIPMENT TO CHILDREN'S TOYS

GLOPRILL® FDA

GloPrill® GPF Series are the first ever FDA compliant colorants for use in PP and HDPE. GPF will offer all the same benefits of our standard GloPrill® product and more.

AVAILABLE COLORS:*

- GPF22 Corona Magenta™
- GPF26 Rocket Red™
- GPF30 Blaze Orange™
- GPF31 Aurora Pink®
- GPF34 Saturn Yellow®

TYPICAL PROPERTIES

Physical Form	Free-flowing Pill
Minimum Processing Temperature	300 °F
Heat Stability	550 °F
Melt Index per ASTM D1238	22g/10 min
Bulk Density	41.63 lbs/ft³ (0.67g / cm³)

SUPER HIGH STRENGTH

DUST FREE

HIGHER LOADING LEVELS

SUITABLE FOR ALL FOOD TYPES

GEM-TONE™ FDA

Gem-Tone™ pigments are FDA approved polymeric colorants. They are unique dye modified polymers for the clarified polypropylene market. Clean, haze free, non-warping, no plateout formulations can easily be achieved. One of the many benefits include a low cost in use.

AVAILABLE COLORS:*

- GC-13F Ruby Red
- GC-17F Citrine Yellow
- GC-18XPF Emerald Green
- MBGC-19F Sapphire Blue
- GC-19FPX Sapphire Blue
- MBGC-26F Crimson Red

TYPICAL PROPERTIES

Minimum Processing Temperature	6177 °C (350 °F)
Particle Size Range	75-85 Pellets Per Gram
Heat Stability	288 °C (550 °F)
Crystalline Melt	124 °C
Dec. Temp. (TGA)	439 °C (822 °F)
Bulk Density	31 lbs./cu.ft
Specific Gravity	0.93

CLEAN

HAZE FREE

NON-WARPING

APPROVED POLYMERIC COLORANTS

FLUORESCENT OVER CONVENTIONAL

Children are drawn to the brighter colors over the traditional. Brighter, fluorescent colors are more appealing to their eyes. Bright colors give off the energy of excitement. Toy companies are strategically selecting fluorescent pigments over conventional.

FLUORESCENT Wins Over Conventional Color

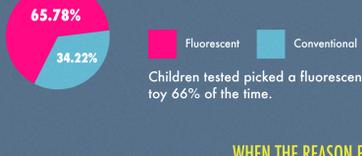
4 TO 1

KIDS CHOOSE FLUORESCENT 3 OUT OF 4 TIMES

THE COLOR STUDY

In our study with Xavier University, children stated that the toys they "liked best" were fluorescent 66% of the time. When they were asked why they picked those toys over the others, the children responded 79% of the time that the color alone was their reason.

CHILDREN'S PREFERENCE FOR FLUORESCENT VS. CONVENTIONAL COLORED TOYS



Children tested picked a fluorescent toy 66% of the time.

WHEN THE REASON FOR THE CHOICE WAS COLOR



When asked why a particular toy was chosen, 79% of the children responded that the color was their reason!

CHILDREN PREFER FLUORESCENT

DayGlo colors are eye-catching & appear to draw consumers to products.

To learn more about this study, visit our "Children's Color Preference Study" on our Research section.



*Please note that the colors displayed may not be perfectly accurate due to the variations of screen resolutions. Contact us to request a color chart.