# Brilliant Microsphere Pigments

## BMS SERIES

An incredibly inert fluorescent pigment, which is highly cross-linked and has a spherical particle shape for use in applications where the avoidance of swelling, bleeding, migration or plateout is desired.

### Principal Applications

- Bleed Resistant Vinyl Plastisols
- Specialty Coatings/Inks
- Solvent Sensitive Systems
- Various Plastics Applications

### Product Features and Benefits

| | |
|---|---|
| • Highly Solvent Resistant | Allows for use in wide range of solvents without swelling or thixotropy |
| • Highly Bleed Resistant | Excellent for PVC and other plasticizer applications |
| • Broad Compatibility | Formulations can be prepared in a wide range of systems |
| • Fine Particle Size | Pigments exhibit excellent dispersability |
| • Spherical Shape | Offers excellent light scattering/opacity and washability |
| • Plateout Resistant | Minimizes processing difficulties and cleanup downtime |



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## Pigment Specifications

| | |
|---|---|
| Specific Gravity | 1.3 |
| Average Particle size | 0.5 to 2.0 microns |
| Hegman Grind | Minimum 5.5 or better |
| Softening Point | Decomposes at 290ºC |
| Maximum Processing Range | 225ºC |

## Solubility[1] and Bleed Resistance[2,3]

| SOLVENT | SOLUBILITY | BLEED |
|---|---|---|
| Water | Insoluble | Negligible |
| Mineral Spirits | Insoluble | Negligible |
| Toluene | Insoluble | Negligible |
| Xylene | Insoluble | Negligible |
| Ethanol | Insoluble | Negligible |
| Methanol | Insoluble | Considerable |
| 2-Propanol | Insoluble | Moderate |
| Acetone | Insoluble | Considerable |
| Methyl Ethyl Ketone | Insoluble | Considerable |
| Ethyl Acetate | Insoluble | Slight to Moderate |

[1]Test conditions, Water bath, 30 minutes, 100°F
[2]Following solubility test, appearance of the supernatant liquid is observed
[3]Green and Blue fluorescent pigments generally exhibit superior bleed resistance

## Vinyl Bleed

BMS is extremely bleed resistant in plasticized PVC.

## Color Guide

| SHADE | CODE |
|---|---|
| Pink | BMS-PK411 |
| Cerise | BMS-CE412 |
| Red | BMS-RD413 |
| Orange-Red | BMS-OR414 |
| Orange | BMS-OG415 |
| Orange-Yellow | BMS-OY416 |
| Yellow | BMS-YE417 |
| Green | BMS-GR418 |
| Blue | BMS-BL419 |
| Violet | BMS-VT420 |
| Magenta | BMS-MG421 |
| Invisible Blue | BMS-CL401 |



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**Storage**
When stored in a cool, dry environment, BMS pigments have an indefinite shelf life. Colorant containers should be kept closed to minimize contamination.

**Use**
BMS pigments have the potential to emit formaldehyde when processed at elevated temperatures. The use of local exhaust at the extruder head is highly recommended.

**Toxicity**
Tests conducted through independent laboratories have found Brilliant BMS-Series Fluorescent Pigments to be "essentially non-toxic." A summary of the test data is listed on the MSDS, which is available upon request. Good industrial hygiene and handling methods are essential in the use of all products whether or not they are determined to be hazardous.

**Important**
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