Industrial Gloss Coatings

Using HITOX® "The Unique Color Pigment"


No. 1 Blue


No. 6 Green


No. 11 Blue


No. 16 Gray


No. 21 Yellow


No. 26 Green


No. 2 Gray


No. 7 Green


No. 12 Maroon


No. 17 Red


No. 22 Orange


No. 27 Beige


No. 3 Orange


No. 8 Green


No. 13 Brown

No. 18 Ivory


No. 23 Orange


No. 28 Green


No. 4 Green


No. 9 Yellow


No. 14 Orange


No. 19 Blue


No. 24 Green


No. 29 Blue


No. 5 Yellow


No. 10 Gray


No. 15 Green


No. 20 Gray


No. 25 Green


No. 30 Green

These color representations are printed on an ink jet printer and some variation may occur.

Selected Industrial Color Matches For Coatings Using HITOX®

Gloss Industrial Colors

a **ID: No. 1 Blue**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$24.00	**RT-796-D Monastral® Red (V19)**	**0.70**	1.493	16.81	**0.58**	1.229	13.84
$6.75	**4863 ZULU® PT Blue (B15:2)**	**19.63**	41.842	132.52	**16.20**	34.536	109.38
$1.21	**2288D Yellow Oxide (Y42)**	**1.59**	3.385	1.92	**0.59**	1.268	0.72
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**14.08**	30.000	9.85
$1.00	**R-902 White TiO_2 (W6)**	**25.00**	53.280	25.00	**15.47**	32.968	15.47
	Total per 100 gal.	*46.92*	*100.00*	***$176.26***	*46.92*	*100.00*	***$149.27***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **15.31%**

Δ E* = 0.07 — ***Savings per gallon using HITOX:*** **$0.27**

b **ID: No. 2 Gray**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$6.00	**Sunglow® Yellow 1241 (Y74)**	**3.45**	1.657	20.73	**2.28**	1.094	13.69
$1.06	**130M Red Oxide (R101)**	**1.15**	0.552	1.22	**0.72**	0.344	0.76
$0.47	**Raven® 430 Black (BK7)**	**3.90**	1.870	1.83	**3.15**	1.509	1.48
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**62.55**	30.000	43.79
$1.00	**R-902 White TiO_2 (W6)**	**200.00**	95.921	200.00	**139.81**	67.053	139.81
	Total per 100 gal.	*208.50*	*100.00*	***$223.78***	*208.50*	*100.00*	***$199.52***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **10.84%**

Δ E* = 0.06 — ***Savings per gallon using HITOX:*** **$0.24**

c **ID: No. 3 Orange**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$1.08	**1420M Yellow Oxide (Y42)**	**9.07**	7.878	9.79	**4.08**	3.547	4.41
$5.00	**2916 DNA Orange (O5)**	**46.49**	40.388	232.46	**38.25**	33.228	191.25
$6.50	**Sunsperse: 272-0075 Yellow 75**	**37.05**	32.187	240.83	**30.44**	26.444	197.86
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**34.53**	30.000	24.17
$1.00	**R-902 White TiO_2 (W6)**	**22.50**	19.546	22.50	**7.81**	6.781	7.81
	Total per 100 gal.	*115.11*	*100.00*	***$505.59***	*115.11*	*100.00*	***$425.50***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **15.84%**

Δ E* = 0.09 — ***Savings per gallon using HITOX:*** **$0.80**

CIE 10° total color difference from standard in light source D65 (45° north daylight)

HunterLab ColorQUEST® diffuse sphere, specular component included; MatchMAKER® Coatings formulation software.

[1] Pricing US$/lbs. FOB USA: TiO_2s in TL quantity; all others minimum order (actual cost including shipping charges may vary).

[2] Pounds per 100 gallons of finished paint.

[3] Calculated relative cost of individual component based on US dollars per pound.

Selected Industrial Color Matches For Coatings Using HITOX®

d **ID: No.4 Green**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$6.00	**Heliogen Green L-8690 (G7)**	**6.72**	3.891	40.31	**5.46**	3.161	32.75
$0.47	**Raven® 430 Black (BK7)**	**1.44**	0.835	0.68	**1.19**	0.688	0.56
$1.21	**2288D Yellow Oxide (Y42)**	**14.50**	8.397	17.54	**9.62**	5.572	11.64
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**51.80**	30.000	36.26
$1.00	**R-902 White TiO_2 (W6)**	**150.00**	86.877	150.00	**104.59**	60.579	104.59
	Total per 100 gal.	*172.66*	*100.00*	***$208.53***	*172.66*	*100.00*	***$185.80***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **10.90%**

Δ E* = 0.07 — ***Savings per gallon using HITOX:*** **$0.23**

e **ID:No.5 Yellow**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$6.00	**Sunglow® Yellow 1241 (Y74)**	**45.15**	40.039	270.89	**37.77**	33.491	226.59
$7.00	**Sunglow® Yellow 1243 (Y65)**	**7.57**	6.717	53.02	**4.50**	3.987	31.47
$0.47	**Raven® 430 Black (BK7)**	**0.04**	0.035	0.02	**0.02**	0.014	0.01
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**33.83**	30.000	23.68
$1.00	**R-902 White TiO_2 (W6)**	**60.00**	53.209	60.00	**36.66**	32.508	36.66
	Total per 100 gal.	*112.76*	*100.00*	***$383.93***	*112.76*	*100.00*	***$318.41***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **17.07%**

Δ E* = 0.09 — ***Savings per gallon using HITOX:*** **$0.66**

f **ID: No. 6 Green**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$6.00	**Sunglow® Yellow 1241 (Y74)**	**11.32**	18.962	67.91	**8.48**	14.210	50.89
$0.47	**Raven® 430 Black (BK7)**	**11.67**	19.545	5.48	**9.22**	15.450	4.33
$6.00	**Heliogen Green L-8690 (G7)**	**11.70**	19.608	70.22	**10.19**	17.069	61.13
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**17.91**	30.000	12.53
$1.00	**R-902 White TiO_2 (W6)**	**25.00**	41.885	25.00	**13.89**	23.271	13.89
	Total per 100 gal.	*59.69*	*100.00*	***$168.61***	*59.69*	*100.00*	***$142.78***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **15.32%**

Δ E* = 0.09 — ***Savings per gallon using HITOX:*** **$0.26**

CIE 10° total color difference from standard in light source D65 (45° north daylight)

HunterLab ColorQUEST® diffuse sphere, specular component included; MatchMAKER® Coatings formulation software.

[1] Pricing US$/lbs. FOB USA: TiO_2s in TL quantity; all others minimum order (actual cost including shipping charges may vary).

[2] Pounds per 100 gallons of finished paint.

[3] Calculated relative cost of individual component based on US dollars per pound.

Selected Industrial Color Matches For Coatings Using HITOX®

g **ID: No. 7 Green**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$6.00	**Sunglow® Yellow 1241 (Y74)**	**5.28**	7.927	31.69	**3.76**	5.637	22.53
$1.06	**130M Red Oxide (R101)**	**21.97**	32.974	23.29	**17.39**	26.106	18.44
$6.00	**Heliogen Green L-8690 (G7)**	**19.37**	29.079	116.24	**16.00**	24.020	96.02
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**19.99**	30.000	13.99
$1.00	**R-902 White TiO_2 (W6)**	**20.00**	30.019	20.00	**9.48**	14.236	9.48
	Total per 100 gal.	*66.62*	*100.00*	***$191.22***	*66.62*	*100.00*	***$160.47***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **16.08%**

Δ E* = 0.08 — ***Savings per gallon using HITOX:*** **$0.31**

h **ID: No. 8 Green**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$0.47	**Raven® 430 Black (BK7)**	**3.28**	1.691	1.54	**3.15**	1.628	1.48
$6.00	**Heliogen Green L-8690 (G7)**	**3.81**	1.967	22.87	**2.54**	1.309	15.22
$6.00	**Sunglow® Yellow 1241 (Y74)**	**6.70**	3.459	40.22	**4.67**	2.411	28.03
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**58.14**	30.000	40.70
$1.00	**R-902 White TiO_2 (W6)**	**180.00**	92.883	180.00	**125.29**	64.652	125.29
	Total per 100 gal.	*193.79*	*100.00*	***$244.63***	*193.79*	*100.00*	***$210.72***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **13.86%**

Δ E* = 0.03 — ***Savings per gallon using HITOX:*** **$0.34**

i **ID: NO. 9 Yellow**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$0.47	**Raven® 430 Black (BK7)**	**0.00**	0.003	0.00	**0.00**	0.000	0.00
$6.00	**Sunglow® Yellow 1241 (Y74)**	**48.70**	55.361	292.22	**47.16**	53.608	282.97
$7.00	**Sunglow® Yellow 1243 (Y65)**	**29.27**	33.269	204.88	**26.88**	30.560	188.19
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**6.80**	7.728	4.76
$1.00	**R-902 White TiO_2 (W6)**	**10.00**	11.367	10.00	**7.13**	8.104	7.13
	Total per 100 gal.	*87.97*	*100.00*	***$507.10***	*87.97*	*100.00*	***$483.05***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **4.74%**

Δ E* = 0.09 — ***Savings per gallon using HITOX:*** **$0.24**

CIE 10° total color difference from standard in light source D65 (45° north daylight)

HunterLab ColorQUEST® diffuse sphere, specular component included; MatchMAKER® Coatings formulation software.

[1] Pricing US$/lbs. FOB USA: TiO_2s in TL quantity; all others minimum order (actual cost including shipping charges may vary).

[2] Pounds per 100 gallons of finished paint.

[3] Calculated relative cost of individual component based on US dollars per pound.

Selected Industrial Color Matches For Coatings Using HITOX®

j **ID: No. 10 Gray**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$0.47	**Raven® 430 Black (BK7)**	**1.03**	0.507	0.49	**0.81**	0.398	0.38
$6.00	**Sunglow® Yellow 1241 (Y74)**	**2.07**	1.013	12.40	**1.23**	0.603	7.38
$1.06	**130M Red Oxide (R101)**	**0.87**	0.427	0.92	**0.51**	0.250	0.54
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**61.19**	30.000	42.83
$1.00	**R-902 White TiO_2 (W6)**	**200.00**	98.053	200.00	**140.23**	68.748	140.23
	Total per 100 gal.	*203.97*	*100.00*	***$213.81***	*203.97*	*100.00*	***$191.36***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **10.50%**

Δ E* = 0.03 — ***Savings per gallon using HITOX:*** **$0.22**

k **ID: No. 11 Blue**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$0.47	**Raven® 430 Black (BK7)**	**3.96**	2.332	1.86	**3.33**	1.962	1.56
$1.21	**2288D Yellow Oxide (Y42)**	**11.09**	6.538	13.42	**6.19**	3.651	7.49
$6.00	**5085N P.T. Blue (B15:1)**	**4.59**	2.707	27.55	**3.73**	2.196	22.35
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**50.89**	30.000	35.62
$1.00	**R-902 White TiO_2 (W6)**	**150.00**	88.424	150.00	**105.50**	62.191	105.50
	total per 100 gal.	*169.64*	*100.00*	***$192.83***	*169.64*	*100.00*	***$172.53***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **10.53%**

Δ E* = 0.08 — ***Savings per gallon using HITOX:*** **$0.20**

l **ID: No. 12 Maroon**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$0.47	**Raven® 430 Black (BK7)**	**0.11**	0.125	0.05	**0.13**	0.156	0.06
$1.06	**130M Red Oxide (R101)**	**57.62**	66.619	61.08	**43.95**	50.807	46.58
$24.00	**NRT-887-D Violet (V19)**	**18.77**	21.695	450.38	**16.14**	18.665	387.48
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**26.27**	30.372	18.39
$1.00	**R-902 White TiO_2 (W6)**	**10.00**	11.561	10.00	**0.00**	0.000	0.00
	Total per 100 gal.	*86.50*	*100.00*	***$521.51***	*86.50*	*100.00*	***$452.51***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **13.23%**

Δ E* = 0.10 — ***Savings per gallon using HITOX:*** **$0.69**

CIE 10° total color difference from standard in light source D65 (45° north daylight)

HunterLab ColorQUEST® diffuse sphere, specular component included; MatchMAKER® Coatings formulation software.

[1] Pricing US$/lbs. FOB USA: TiO_2s in TL quantity; all others minimum order (actual cost including shipping charges may vary).

[2] Pounds per 100 gallons of finished paint.

[3] Calculated relative cost of individual component based on US dollars per pound.

Selected Industrial Color Matches For Coatings Using HITOX®

m **ID: No. 13 Brown**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$0.47	**Raven® 430 Black (BK7)**	**2.34**	1.811	1.10	**2.24**	1.730	1.05
$1.06	**130M Red Oxide (R101)**	**34.18**	26.452	36.23	**31.68**	24.523	33.58
$1.21	**2288D Yellow Oxide (Y42)**	**87.68**	67.867	106.10	**79.61**	61.616	96.32
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**15.67**	12.132	10.97
$1.00	**R-902 White TiO_2 (W6)**	**5.00**	3.870	5.00	**0.00**	0.000	0.00
	Total per 100 gal.	*129.20*	*100.00*	***$148.42***	*129.20*	*100.00*	***$141.93***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **4.37%**

Δ E* = 0.09 — ***Savings per gallon using HITOX:*** **$0.06**

n **ID: No. 14 Orange**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$6.00	**Sunglow® Yellow 1241 (Y74)**	**11.91**	9.922	71.49	**7.12**	5.933	42.75
$7.00	**Sunglow® Yellow 1243 (Y65)**	**12.83**	10.681	89.78	**10.06**	8.375	70.40
$1.21	**2288D Yellow Oxide (Y42)**	**48.88**	40.702	59.14	**35.35**	29.434	42.77
$5.00	**2916 DNA Orange (O5)**	**26.47**	22.040	132.33	**19.60**	16.325	98.02
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**47.95**	39.933	33.57
$1.00	**R-902 White TiO_2 (W6)**	**20.00**	16.655	20.00	**0.00**	0.000	0.00
	Total per 100 gal.	*120.08*	*100.00*	***$372.75***	*120.08*	*100.00*	***$287.50***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **22.87%**

Δ E* = .03 — ***Savings per gallon using HITOX:*** **$0.85**

o **ID: No. 15 Green**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$6.00	**Heliogen Green L-8690 (G7)**	**15.11**	22.727	90.64	**12.44**	18.710	74.62
$6.00	**Sunglow® Yellow 1241 (Y74)**	**9.78**	14.718	58.70	**7.52**	11.313	45.12
$1.06	**130M Red Oxide (R101)**	**14.08**	21.186	14.93	**11.13**	16.738	11.79
$0.70	**HITOX TiO_2 (W6:1)**	**0.00**	0.000	0.00	**19.94**	30.000	13.96
$1.00	**R-902 White TiO_2 (W6)**	**27.50**	41.370	27.50	**15.45**	23.239	15.45
	Total per 100 gal.	*66.47*	*100.00*	***$191.77***	*66.47*	*100.00*	***$160.94***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **16.08%**

Δ E* = .09 — ***Savings per gallon using HITOX:*** **$0.31**

CIE 10° total color difference from standard in light source D65 (45° north daylight)

HunterLab ColorQUEST® diffuse sphere, specular component included; MatchMAKER® Coatings formulation software.

[1] Pricing US$/lbs. FOB USA: TiO_2s in TL quantity; all others minimum order (actual cost including shipping charges may vary).

[2] Pounds per 100 gallons of finished paint.

[3] Calculated relative cost of individual component based on US dollars per pound.

Selected Industrial Color Matches For Coatings Using HITOX®

Gloss Industrial Colors

p **ID: No. 16 Gray**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$0.47	**Raven® 430 Black (BK 7)**	**15.81**	12.657	7.43	**13.18**	10.549	6.19
$1.06	**130M Red Oxide (R101)**	**2.17**	1.735	2.30	**1.76**	1.405	1.86
$1.21	**2288D Yellow Oxide (Y42)**	**6.95**	5.565	8.41	**2.64**	2.110	3.19
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**37.48**	30.000	26.24
$1.00	**R-902 White TiO_2 (W6)**	**100.00**	80.043	100.00	**69.88**	55.936	69.88
	Total per 100 gal.	*124.93*	*100.00*	***$118.14***	*124.93*	*100.00*	***$107.36***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **9.12%**

Δ E* = 0.09 — ***Savings per gallon using HITOX:*** **$0.11**

q **ID: No. 17 Red**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$0.57	**8098 Deep Red Oxide (R102)**	**0.56**	1.000	0.32	**0.00**	0.000	0.00
$10.00	**F2RK70 Organic Red (R170)**	**17.78**	32.000	177.78	**13.89**	25.000	138.89
$24.00	**RT-796-D Monastral® Red (V19)**	**32.22**	58.000	773.33	**29.17**	52.500	700.00
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**12.50**	22.500	8.75
$1.00	**R-902 White TiO_2 (W6)**	**5.00**	9.000	5.00	**0.00**	0.000	0.00
	Total per 100 gal.	*55.56*	*100.00*	***$956.43***	*55.56*	*100.00*	***$847.64***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **11.37%**

Δ E* = .15 — ***Savings per gallon using HITOX:*** **$1.09**

r **ID: No.18 Ivory**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$6.00	**Sunglow® Yellow 1241 (Y74)**	**3.18**	1.478	19.10	**2.69**	1.250	16.16
$7.00	**Sunglow® Yellow 1243 (Y65)**	**1.34**	0.622	9.38	**1.38**	0.640	9.65
$0.47	**Raven® 430 Black (BK 7)**	**0.03**	0.013	0.01	**0.00**	0.000	0.00
$1.21	**2288D Yellow Oxide (Y42)**	**10.86**	5.042	13.14	**3.77**	1.750	4.56
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**80.78**	37.500	56.55
$1.00	**R-902 White TiO_2 (W6)**	**200.00**	92.845	200.00	**126.79**	58.860	126.79
	Total per 100 gal.	*215.41*	*100.00*	***$241.64***	*215.41*	*100.00*	***$213.71***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **11.56%**

Δ E* = .10 — ***Savings per gallon using HITOX:*** **$0.28**

CIE 10° total color difference from standard in light source D65 (45° north daylight)

HunterLab ColorQUEST® diffuse sphere, specular component included; MatchMAKER® Coatings formulation software.

[1] Pricing US$/lbs. FOB USA: TiO_2s in TL quantity; all others minimum order (actual cost including shipping charges may vary).

[2] Pounds per 100 gallons of finished paint.

[3] Calculated relative cost of individual component based on US dollars per pound.

Selected Industrial Color Matches For Coatings Using HITOX®

s

ID:No.19 Blue

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$6.75	**4863 ZULU® P.T. BLUE (B15:2)**	**19.11**	33.432	129.00	**15.91**	27.833	107.39
$24.00	**RT-796-D Monastral® Red (V19)**	**5.54**	9.699	133.06	**4.78**	8.364	114.75
$0.47	**Raven® 430 Black (BK 7)**	**2.51**	4.388	1.18	**1.73**	3.023	0.81
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**17.15**	30.000	12.00
$1.00	**R-902 White TiO_2 (W6)**	**30.00**	52.481	30.00	**17.59**	30.780	17.59
	Total per 100 gal.	*57.16*	*100.00*	***$293.24***	*57.16*	*100.00*	***$252.55***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **13.87%**

Δ E* = .10 — ***Savings per gallon using HITOX:*** **$0.41**

t

ID:No.20 Gray

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$6.75	**4863 ZULU® P.T. BLUE (B15:2)**	**0.20**	0.110	1.38	**0.09**	0.051	0.64
$1.21	**2288D Yellow Oxide (Y42)**	**7.45**	4.003	9.01	**3.46**	1.860	4.19
$0.47	**Raven® 430 Black (BK 7)**	**3.35**	1.800	1.57	**2.78**	1.494	1.31
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**55.80**	30.000	39.06
$1.00	**R-902 White TiO_2 (W6)**	**175.00**	94.090	175.00	**123.86**	66.595	123.86
	Total per 100 gal.	*185.99*	*100.00*	***$186.96***	*185.99*	*100.00*	***$169.05***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **9.58%**

Δ E* = .05 — ***Savings per gallon using HITOX:*** **$0.18**

u

ID:No.21 Yellow

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$5.00	**2916 DNA Orange (O5)**	**0.43**	0.565	2.15	**0.31**	0.407	1.55
$7.00	**Sunglow® Yellow 1243 (Y65)**	**50.70**	66.570	354.87	**40.26**	52.871	281.85
$0.47	**Raven® 430 Black (BK 7)**	**0.03**	0.037	0.01	**0.01**	0.018	0.01
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**22.85**	30.000	15.99
$1.00	**R-902 White TiO_2 (W6)**	**25.00**	32.828	25.00	**12.72**	16.704	12.72
	Total per 100 gal.	*76.15*	*100.00*	***$382.04***	*76.15*	*100.00*	***$312.12***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **18.30%**

Δ E* = .09 — ***Savings per gallon using HITOX:*** **$0.70**

CIE 10° total color difference from standard in light source D65 (45° north daylight)

HunterLab ColorQUEST® diffuse sphere, specular component included; MatchMAKER® Coatings formulation software.

[1] Pricing US$/lbs. FOB USA: TiO_2s in TL quantity; all others minimum order (actual cost including shipping charges may vary).

[2] Pounds per 100 gallons of finished paint.

[3] Calculated relative cost of individual component based on US dollars per pound.

Selected Industrial Color Matches For Coatings Using HITOX®

v **ID: No. 22 Orange**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$7.00	**Sunglow® Yellow 1243 (Y65)**	**7.22**	9.184	50.54	**4.60**	5.847	32.18
$5.00	**2916 DNA Orange (O5)**	**22.99**	29.238	114.93	**18.57**	23.626	92.87
$1.21	**2288D Yellow Oxide (Y42)**	**38.41**	48.858	46.48	**30.12**	38.316	36.45
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**25.32**	32.211	17.73
$1.00	**R-902 White TiO_2 (W6)**	**10.00**	12.720	10.00	**0.00**	0.000	0.00
	Total per 100 gal.	*78.62*	*100.00*	***$221.95***	*78.62*	*100.00*	***$179.22***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **19.25%**

Δ E* = .05 — ***Savings per gallon using HITOX:*** **$0.43**

w **ID: No. 23 Orange**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$24.00	**RT-796-D Monastral® Red (V19)**	**9.29**	12.613	223.04	**8.33**	11.300	199.82
$13.00	**RL-70 Orange (O34)**	**44.03**	59.754	572.36	**41.41**	56.200	538.31
$5.00	**2916 DNA Orange (O5)**	**10.36**	14.060	51.80	**0.00**	0.000	0.00
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**23.95**	32.500	16.76
$1.00	**R-902 White TiO_2 (W6)**	**10.00**	13.572	10.00	**0.00**	0.000	0.00
	Total per 100 gal.	*73.68*	*100.00*	***$857.20***	*73.68*	*100.00*	***$754.90***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **11.93%**

Δ E* = .05 — ***Savings per gallon using HITOX:*** **$1.02**

x **ID: NO.24 Green**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$0.47	**Raven® 430 Black (BK 7)**	**2.84**	3.111	1.34	**2.24**	2.448	1.05
$6.00	**Heliogen Green L-8690 (G7)**	**11.41**	12.484	68.45	**9.54**	10.441	57.25
$6.00	**Sunglow® Yellow 1241 (Y74)**	**42.13**	46.106	252.81	**33.38**	36.523	200.26
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**27.42**	30.000	19.19
$1.00	**R-902 White TiO_2 (W6)**	**35.00**	38.299	35.00	**18.81**	20.588	18.81
	Total per 100 gal.	*91.39*	*100.00*	***$357.60***	*91.39*	*100.00*	***$296.57***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **17.07%**

Δ E* = .07 — ***Savings per gallon using HITOX:*** **$0.61**

CIE 10° total color difference from standard in light source D65 (45° north daylight)

HunterLab ColorQUEST® diffuse sphere, specular component included; MatchMAKER® Coatings formulation software.

[1] Pricing US$/lbs. FOB USA: TiO_2s in TL quantity; all others minimum order (actual cost including shipping charges may vary).

[2] Pounds per 100 gallons of finished paint.

[3] Calculated relative cost of individual component based on US dollars per pound.

Selected Industrial Color Matches For Coatings Using HITOX®

y **ID: No. 25 Green**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$0.47	**Raven® 430 Black (BK 7)**	**4.12**	2.098	1.94	**3.50**	1.780	1.64
$6.00	**Heliogen Green L-8690 (G7)**	**3.65**	1.859	21.92	**3.26**	1.660	19.57
$6.00	**Sunglow® Yellow 1241 (Y74)**	**13.71**	6.978	82.26	**11.32**	5.760	67.91
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**44.80**	22.800	31.36
$1.00	**R-902 White TiO_2 (W6)**	**175.00**	89.065	175.00	**133.61**	68.000	133.61
	Total per 100 gal.	*196.49*	*100.00*	***$281.12***	*196.49*	*100.00*	***$254.09***

Theoretical CIE color difference using HITOX ***Relative cost savings using HITOX:*** **9.61%**

Δ E* = .02 ***Savings per gallon using HITOX:*** **$0.27**

z **ID: No. 26 Green**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$1.06	**130M Red Oxide (R101)**	**3.45**	1.856	3.66	**2.40**	1.292	2.55
$6.00	**Heliogen Green L-8690 (G7)**	**23.73**	12.763	142.40	**19.37**	10.415	116.20
$6.00	**Sunglow® Yellow 1241 (Y74)**	**8.77**	4.715	52.61	**6.57**	3.535	39.44
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**55.79**	30.000	39.05
$1.00	**R-902 White TiO_2 (W6)**	**150.00**	80.666	150.00	**101.82**	54.758	101.82
	Total per 100 gal.	*185.95*	*100.00*	***$348.66***	*185.95*	*100.00*	***$299.06***

Theoretical CIE color difference using HITOX ***Relative cost savings using HITOX:*** **14.23%**

Δ E* = .08 ***Savings per gallon using HITOX:*** **$0.50**

aa **ID: No. 27 Biege**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$0.47	**Raven® 430 Black (BK 7)**	**0.33**	0.166	0.16	**0.25**	0.127	0.12
$1.06	**130M Red Oxide (R101)**	**4.37**	2.179	4.63	**3.51**	1.750	3.72
$1.21	**2288D Yellow Oxide (Y42)**	**20.93**	10.433	25.33	**14.85**	7.400	17.97
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**60.19**	30.000	42.13
$1.00	**R-902 White TiO_2 (W6)**	**175.00**	87.220	175.00	**121.83**	60.722	121.83
	Total per 100 gal.	*200.64*	*100.00*	***$205.12***	*200.64*	*100.00*	***$185.78***

Theoretical CIE color difference using HITOX ***Relative cost savings using HITOX:*** **9.43%**

Δ E* = .07 ***Savings per gallon using HITOX:*** **$0.19**

CIE 10° total color difference from standard in light source D65 (45° north daylight)

HunterLab ColorQUEST® diffuse sphere, specular component included; MatchMAKER® Coatings formulation software.

[1] Pricing US$/lbs. FOB USA: TiO_2s in TL quantity; all others minimum order (actual cost including shipping charges may vary).

[2] Pounds per 100 gallons of finished paint.

[3] Calculated relative cost of individual component based on US dollars per pound.

Selected Industrial Color Matches For Coatings Using HITOX®

ab **ID: No. 28 Green**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$1.06	**130M Red Oxide (R101)**	**0.88**	0.441	0.93	**0.60**	0.302	0.64
$6.00	**Heliogen Green L-8690 (G7)**	**1.54**	0.775	9.25	**1.22**	0.614	7.33
$1.21	**2288D Yellow Oxide (Y42)**	**21.58**	10.843	26.11	**15.81**	7.943	19.13
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**59.70**	30.000	41.79
$1.00	**R-902 White TiO_2 (W6)**	**175.00**	87.941	175.00	**121.67**	61.141	121.67
	Total per 100 gal.	*199.00*	*100.00*	***$211.29***	*199.00*	*100.00*	***$190.55***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **9.82%**

Δ E* = .06 — ***Savings per gallon using HITOX:*** **$0.21**

ac **ID: No. 29 Blue**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$6.00	**Sunglow® Yellow 1241 (Y74)**	**1.44**	2.700	8.64	**0.94**	1.757	5.62
$30.00	**# 246-1670 Violet (V23)**	**5.24**	9.822	157.14	**4.21**	7.902	126.42
$6.50	**# 249-0535 PT Blue (B15:4)**	**11.65**	21.846	75.72	**9.63**	18.054	62.58
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**16.00**	30.000	11.20
$1.00	**R-902 White TiO_2 (W6)**	**35.00**	65.632	35.00	**22.55**	42.287	22.55
	Total per 100 gal.	*53.33*	*100.00*	***$276.50***	*53.33*	*100.00*	***$228.37***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **17.41%**

Δ E* = .06 — ***Savings per gallon using HITOX:*** **$0.48**

ad **ID: No. 30 Green**

		without HITOX			using HITOX		
$ / lb. [1]	Pigment	lbs. [2]	% wt.	$ cost [3]	lbs. [2]	% wt.	$ cost [3]
$6.00	**Heliogen Green L-8690 (G7)**	**2.36**	1.152	14.18	**2.35**	1.180	14.09
$6.00	**5085N P.T. Blue (B15:1)**	**1.16**	0.568	6.99	**0.64**	0.320	3.82
$6.00	**Sunglow® Yellow 1241 (Y74)**	**1.56**	0.760	9.35	**0.59**	0.296	3.53
$0.70	**Hitox® TiO_2 (W6:1)**	**0.00**	0.000	0.00	**59.70**	30.000	41.79
$1.00	**R-902 White TiO_2 (W6)**	**200.00**	97.520	200.00	**135.72**	68.204	135.72
	Total per 100 gal.	*205.09*	*100.00*	***$230.52***	*205.09*	*100.00*	***$198.96***

Theoretical CIE color difference using HITOX — ***Relative cost savings using HITOX:*** **13.69%**

Δ E* = .06 — ***Savings per gallon using HITOX:*** **$0.32**

CIE 10° total color difference from standard in light source D65 (45° north daylight)

HunterLab ColorQUEST® diffuse sphere, specular component included; MatchMAKER® Coatings formulation software.

[1] Pricing US$/lbs. FOB USA: TiO_2s in TL quantity; all others minimum order (actual cost including shipping charges may vary).

[2] Pounds per 100 gallons of finished paint.

[3] Calculated relative cost of individual component based on US dollars per pound.