Tinting Systems

The Holderchem / Eurocolori tinting systems are used in paints to help create tens of thousands of different color tints. They consist of coloring pastes, a dispensing machine and software to manage coloring paste dispensing. Tinting systems offered are designed to allow for colors to be repeatedly and consistently dispensed and accurately. At the core of the system lies a set of software technologies that allows for the management of available tinting formulae based on color codes that is calibrated to produce paint tints matching color chart tints, when using Holderchem supplied paint binders. Software plays a central role in a tinting system as it automatically manages formulation, color-matching and dispensers management.

Holderchem typically manufactures point of sale vinyl acrylic based low shade, medium shade and high shade paint binders for interior and exterior paint respectively. In each of these categories, it supplies different binders for Gloss, Semi-Gloss, Satin, Eggshell and Matt finishes. Customers will specify whether they require their paint for interior or exterior use, indicating the finishing they require and selecting a color from the color chart. Based on the color and finishing selected, the point of sale retailer or paint factory plant manager will choose the appropriate base; the software will ascertain the quantities of each colorant to be dispensed.

One of the key ingredients for the success of a tinting system is the usage of high quality coloring pastes. Colorants must exhibit high compatibility levels, stability through long storage times, resistance and evenness in tinting strength and density. Holderchem has achieved a good grasp of the various factors that constitute important requirements for a successful tinting system, through its close cooperation with Eurocolori, a leading company in the field. Eurocolori colorants include the Novomix Aqua line of colorants designed for water-based paints, and Novomix line of colorants designed for both solvent and water based paints. Thanks to the usage of patented wetting and dispersing agents, they distinguish themselves from other colorants for their top-level performances. They thus constitute key components of the successful tinting system proposed.

Paint manufacturers who formulate their own binders may also use the Holderchem tinting system. When customers choose to use their own binders, they must allow for the machine / software to be calibrated to provide for correct color dispensing. Holderchem in close cooperation with Eurocolori can in such cases offer technical assistance to help calibrate machines. It can analyze the customer paint, plaster, or enamel products and their behavior to deliver the best possible results. The analysis follows a well tested method based on a process encompassing the following steps:

- Compatibility analysis;
- Complete characterization;
- Computerization of results;
- Combined automatic formulation;
- Analysis and selection of results;
- Creation of the final database.
Paintworks cannot be deemed successfully done unless the coating remains bonded to the substrate, retaining its essential properties for years. Holderchem quality exterior latex paints offer better color and gloss retention and better resistance to cracking, UV degradation and mildew growth. Holderchem water based latex paints do not exhibit any of the environmental and fire hazards associated with solvent-based paints, with storage and disposal less of a concern.

Holderchem paint products meet the most stringent technical requirements with regard washability and durability. They enjoy a high level of binders and pigments (known collectively as solids) and a lower percentage of liquids than ordinary paints. This translates into better hiding, better protection of the painted surface and better durability, all of which are aspects of higher quality paints. Because they are rich in binder, Holderchem low Pigment Volume Concentration ("PVC") paints tend to adhere better and last longer than high PVC paints. High PVC paints tend to absorb stains, a feature particularly detrimental in the case of interior paints, and erode more quickly, a feature particularly detrimental in the case of exterior paints. Holderchem’s low shade paints have a high hiding power because of their high titanium dioxide content, an important characteristic.

In addition to quality ingredients, there are a number of application characteristics that separate Holderchem paints from ordinary paints. For example, once applied, paint should level well, meaning that brush marks or roller stipple should flow out and be unnoticeable. The paint should not flow too well or it will sag or run. Holderchem paints also strike the right balance between leveling and sag resistance.

Several other characteristics are desirable in paints such as good hiding with few coats, minimum brush and sag marks, and uniform color, gloss and sheen. Holderchem paints will typically perform well in all these respects because their higher solids content delivers a thicker, more durable film. Once applied, Holderchem paints level well, meaning that brush marks or roller stipple are unnoticeable, striking the right balance between leveling and sag resistance.

Holderchem’s paints, while of high quality are priced competitively. In selecting a suitable paint, it is essential to focus on durability rather than cost. By recommending top quality paints, retailers using the Holderchem / Eurocolori tinting system will reap the reward of more referrals and recurrent business.

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