



**WE  
BRIGHTEN  
LIVES**



## WHO WE ARE

Our roots originate in the 1920s ceramics industry, where we supplied colors for porcelain enamels. By the early 1960s, our product line had expanded to a full range of complex inorganic color pigments (CICPs) for the premium coatings and plastics markets.

Today, we are a leading global producer of CICPs and our products are used in many diverse applications, particularly where performance is critical under the most extreme conditions. Our success has been built upon the fundamental belief that exemplary character, quality work, and differentiated products brighten the lives of everyone involved.

Our products include the ARCTIC® line, that mitigates solar induced heat build-up; Dynamix®, with 'just stir it in' technology creating 100% pure color dispersions; and Starlight®, a special effect pigment creating brilliant sparkle and luster. These pigments are an extraordinary class of inorganic pigments that offer stable, long-lasting color for many applications. They have unbeatable weatherability, heat and chemical resistance, are non-warping and easy to disperse.

Headquartered in Cincinnati, Ohio with sales offices in Belgium, Australia, and Japan, along with our global distributors, we supply our high-quality pigments and support our customers around the world.

## WHY SHEPHERD COLOR?

### *More Expertise*

Our expertise will help you to save time and develop a superior product. With continuing advances in color and technology, rely on Shepherd Color to *Brighten Your Life* with quality products and the latest innovation.

### *Better Performance*

Our pigments are highly-engineered ceramic colorants, meaning they are more durable, more consistent, and more functional. They are impervious to sunlight, chemicals, and thermal attack. Compatible with not only widely used polymers, but also the most exotic, difficult-to-formulate systems. Their extreme inertness defends against migration from plastics or coatings, and helps to ensure environmentally sound, non-toxic recipes.

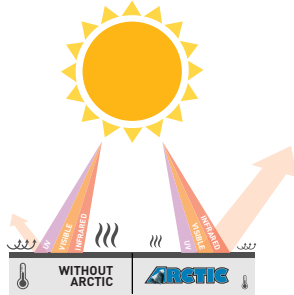
### *Best Value*

The right partner will help your product development so that you stop missing growth opportunities. Shepherd Color will support you across all levels to help you cut time and waste, and increase your speed to market. A solid long-term partnership with Shepherd Color will lead to more satisfied downstream users.



ARCTIC® Pigments deliver the best lifetime value because their performance delays or eliminates costly damage caused by sunlight. Less warping, twisting, fading and failure means big maintenance savings for any application. Products that use Arctic Pigments stay cooler, which means they are less prone to sun damage and enable more comfortable and sustainable environments.

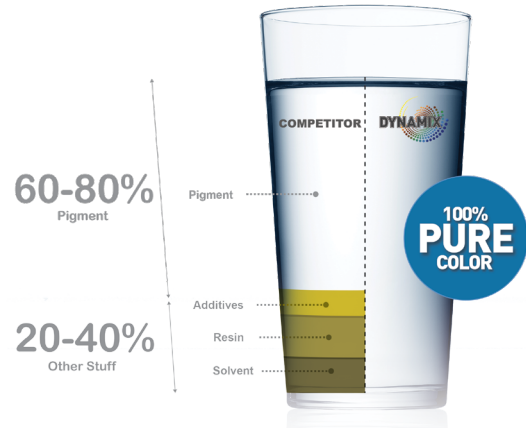
A dark color absorbs light and turns it into heat, which causes problems over time. When materials are colored with Arctic Pigments, they have the same aesthetically pleasing visual color but cut down the amount of energy they absorb by reflecting the invisible infrared light back into the atmosphere instead of converting it to heat. Less heat equals less chance for damage.



## OUR PRODUCTS

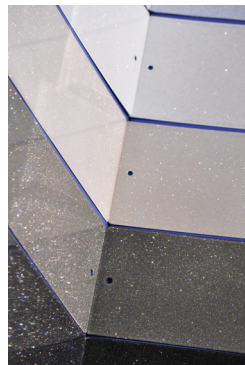


Skip the mill with Dynamix® and just stir it in. It's fast and easy to create any batch size without grinding because every pigment is 100% color, no additives or filler. You'll get full dispersion in minutes leading to faster product development and streamlined production. Cutting out color development variability creates efficient processes.



Starlight® is a special effect pigment based on MicroMirror® Technology, a silver coating on a glass substrate, using a novel manufacturing process.

The perfectly flat and uniform glass flake substrate maximizes directional reflection so each particle acts like a mirror and provides a dramatic appearance.



Starlight pigments have a brilliant sparkle and shine, maximum light reflectivity, are resistant to tarnish, and can be used in many applications.

### NTP Yellow and RTZ Orange



Two recent advances in the yellow color space address the needs of high-performance coatings. The most impactful is the recently discovered and commercialized NTP Yellow, named after its inorganic composition of niobium and tin in a pyrochlore structure. This bright middle-yellow color-space pigment has excellent chromaticity and opacity along with unmatched durability. To complement NTP Yellow is RTZ (Rutile Tin Zinc) Orange. Laboratory innovation has driven the color from a red-shade yellow to a true orange color. Shepherd Color's newest addition to the NTP Yellow product portfolio, NTP Yellow 10G155, brings the outstanding color, opacity, and durability seen in NTP Yellow but closer in color to red-shade BV Yellow pigments, but with higher heat stability and excellent weathering properties.



USA  
Phone: 513-874-0714  
salesusa@shepherdcolor.com

AUSTRALIA / ASIA  
Phone: + 613-9532-2632  
melbourne@shepherdcolor.com

EUROPE  
Phone: + 32-9-366-11-11  
europe@shepherdcolor.com

JAPAN  
Phone: + 813-3344-3010  
sales@shepherdjapan.com

The Shepherd Color Company  
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