

COLORANTS FOR THE AGRICULTURAL INDUSTRY **AGROCER®**



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Agrocer is a dedicated range of powder pigments and pigment preparations for the coloration of seeds with uniform global specifications. The coloration of treated seeds is a mandatory legal requirement for safety reasons. Beyond this, color plays an increasingly important role as a branding and marketing tool in the seed industry, it adds an attractive appeal and a value perception to high quality seeds.







With the Agrocer range, Heubach has developed a dedicated offering for seed coloration and adjacent application fields such as fertilizer coloration which meets the requirements of the leading players in the industry. All Agrocer products in this flyer are exempted from the requirement of a tolerance under U.S. EPA 40 CFR § 180.920. The products are also compliant with the European REACH Regulation.



AGROCER POWDER PIGMENTS

The Agrocer range comprises the six most relevant color indices for this application area and covers all six organic pigments which are EPA tolerance exempted as inert ingredients, including C.I. Pigment Red 112 and C.I. Pigment Yellow 1. Agrocer colorants offer new color options and broader choices allowing color to be utilized as a tool for differentiation and for marketing and branding. Combinations of the different Agrocer products can be used to generate a virtually indefinite number of individual color shades.

Agrocer powder pigments are easily dispersible, exhibit a high color strength and show good hiding power which is important in achieving good coverage on various types of seeds.







	PRODUCT	COLOUR INDEX
	AGROCER RED 112	Pigment Red 112
	AGROCER RED 482	Pigment Red 48:2
	AGROCER BLUE 153	Pigment Blue 15:3
	AGROCER GREEN 007	Pigment Green 7
	AGROCER VIOLET 023	Pigment Violet 23
	AGROCER YELLOW 001	Pigment Yellow 1



AGROCER PIGMENT PREPARATIONS

The Agrocer pigment preparations are aqueous dispersions based on the Agrocer pigments. The use of pigment dispersions instead of powder pigments has several advantages including the elimination of dust and achieving better working hygiene. Agrocer products are state-of-the-art dispersions with low viscosity, high color strength and optimum storage stability. The products are easy to handle, readily pumpable for simple dosing and mixing and they facilitate the cleaning of production equipment. Due to their compositions, all Agrocer dispersion products are highly compatible with common seed treatment pesticide formulations as well as seed coating products.

All Agrocer dispersions are manufactured without the use of alkyl phenol ethoxylate (APEO).

	PRODUCT	COLOUR INDEX	PIGMENT CONTENT
	AGROCER RED 112 DISP.	Pigment Red 112	40%
	AGROCER RED 482 DISP.	Pigment Red 48:2	35%
	AGROCER BLUE 153 DISP.	Pigment Blue 15:3	33%
	AGROCER GREEN 007 DISP.	Pigment Green 7	40%
	AGROCER VIOLET 023 DISP.	Pigment Violet 23	30%
	AGROCER YELLOW 001 DISP.	Pigment Yellow 1	46%

AGROCER – A SAFE AND SUSTAINABLE SOLUTION

All Agrocer products meet Heubach's strict purity requirements for low heavy metal and primary aromatic amine content. The products have been tested for seed safety and do not have a negative impact on germination.

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