

# COLORANTS FOR THE AGRICULTURAL INDUSTRY **AGROCER®**





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## AGROCER®

### WHY SEED COLORATION?

- The coloration of treated seeds is a legal requirement for safety reasons.
- Color plays an important role as a branding and marketing tool.
- Color provides an attractive appeal and a value perception to high quality seeds.

With Agrocer, Heubach provides a dedicated range of powder pigments and pigment preparations (aqueous dispersions) for seed coloration and adjacent application fields such as fertilizer coloration. Agrocer dispersions show low viscosity, high color strength, and optimum storage stability, and they are manufactured without the use of alkyl phenol ethoxylate (APEO).



	COLOUR INDEX	POWDER PIGMENT	PIGMENT PREPARATION	PIGMENT CONTENT
	Pigment Red 112	Agrocer Red 112	Agrocer Red 112 Disp.	40 %
	Pigment Red 48:2	Agrocer Red 482	Agrocer Red 482 Disp.	35 %
	Pigment Blue 15:3	Agrocer Blue 153	Agrocer Blue 153 Disp.	33 %
	Pigment Green 7	Agrocer Green 007	Agrocer Green 007 Disp.	40 %
	Pigment Violet 23	Agrocer Violet 023	Agrocer Violet 023 Disp.	30 %
	Pigment Yellow 1	Agrocer Yellow 001	Agrocer Yellow 001 Disp.	46 %

Combinations of the different Agrocer products can be used to generate an infinite number of individual color shades. We are continuously expanding our Agrocer range and added Agrocer Red 112 and Agrocer Yellow 001 to provide customers more flexibility for further shading options.

Further technical information is provided in the product data sheet of the respective product.

### ADVANTAGES AT A GLANCE

- Agrocer products are exempted from the requirement of a tolerance under U.S. EPA 40 CFR § 180.920
- They meet the requirements of the leading players in the industry
- They do not have a negative impact on germination
- They meet Heubach's strict purity requirements for low heavy metal and primary aromatic amine content
- Agrocer products are compliant with the European REACH Regulation

This information corresponds to the present state of our knowledge and is intended as a general description of our products and their possible applications. We make no warranties, express or implied, as to the information's accuracy, adequacy, sufficiency, or freedom from defect and assumes no liability in connection with any use of this information. Any user of this product is responsible for determining the suitability of our products for its particular application. \*Nothing included in this information waives any of our General Terms and Conditions of Sale, which control unless it agrees otherwise in writing. Any existing intellectual/industrial property rights must be observed. Due to possible changes in our products and applicable national and international regulations and laws, the status of our products could change. Material Safety Data Sheets providing safety precautions, that should be observed when handling or storing our products, are available upon request and are provided in compliance with applicable law. You should obtain and review the applicable Material Safety Data Sheet information before handling any of these products. For additional information, please contact us.

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SPA 3008 EN | 03.2025

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