



# Syn-Ox® Reds

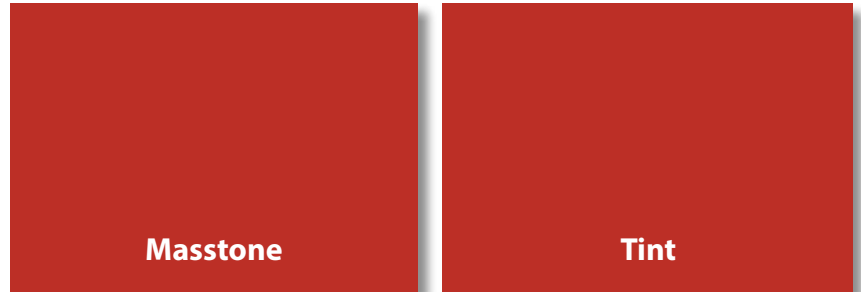
Synthetic Iron Oxides

Synthetic Iron Oxides are opaque and offer better hiding than their natural counterparts. Hoover Color's SYN-OX® Reds are synthetic Red Iron Oxides which range in undertones from yellowish-salmon to bluish-maroon. As with all Iron Oxide Pigments, SYN-OX® Reds are permanent and light fast. They possess excellent heat stability and chemical resistance. Hoover Color offers a variety of fifteen standard SYN-OX® Red Iron Oxides.

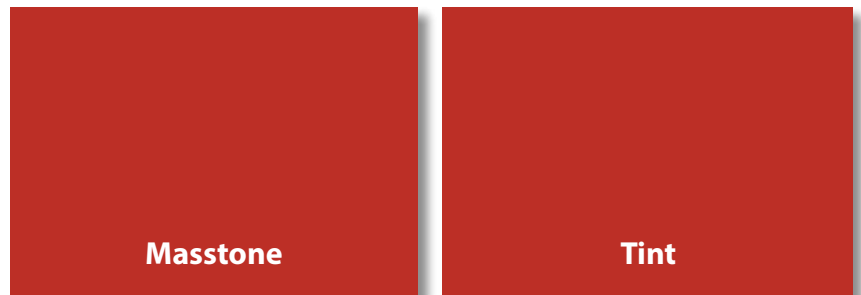
We can provide several grades of product based on your application. Dispersability, tinting strength and pH influence the amount of pigment required for color depth and opacity. Our finer grind 1200 series pigments have greater reflective surface area for coatings products while our 1300 series is a good match for concrete. To the right is a set of masstones and tints that show the range of our Best product. On the reverse side we compare the basic attributes of our entire Good, Better, Best range of products.

## BEST Product Range

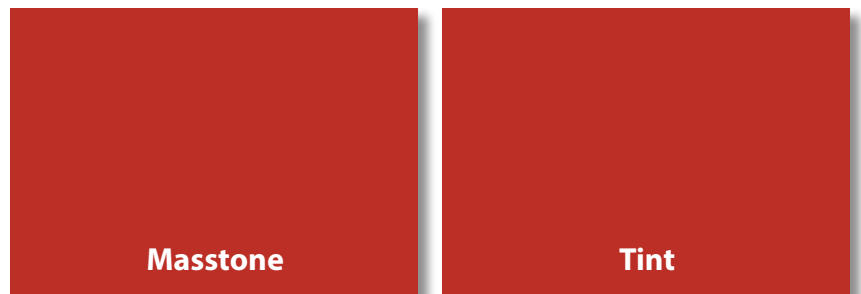
SYN-OX HR-1201



SYN-OX HR-1203



SYN-OX HR-1208



### General Pigment Properties

Crystal Structure	Hematite
Chemical Composition	Fe <sub>2</sub> O <sub>3</sub>
CAS#	1309-37-1
Color Index#	Red 101
Light Fastness	Permanent
Chemical Resistance	Excellent
Heat Stability (°C/°F)	535°/1000°

(+1) 540.980.7233

email: [hoover@hoovercolor.com](mailto:hoover@hoovercolor.com)

[www.HOOVERCOLOR.com](http://www.HOOVERCOLOR.com)

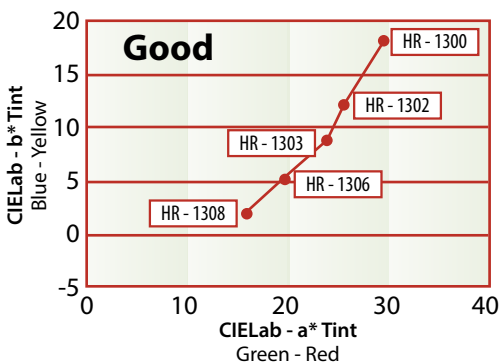
# Syn-Ox® Reds

Synthetic Iron Oxides

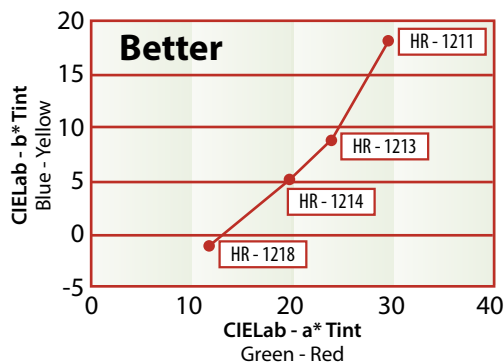
## Choosing the Right Material

From fine paints to rust primers and concretes, we offer alternate material grades to meet a variety of application requirements. While the relative differences may be minor, matching the material characteristics to your needs will ensure the excellent performance and maximum value. In some cases the best value may be a better grade because less material is used to obtain the color you need. We can help you determine the right one for your specific application.

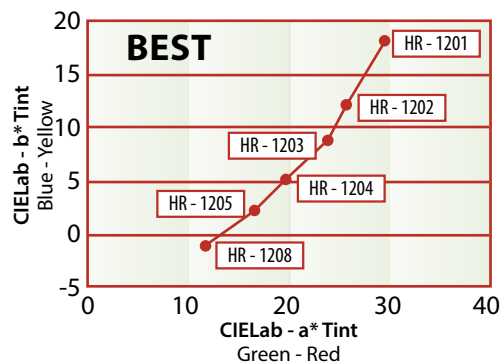
Product Range	Hegman	Relative Color Strength	325 Mesh	pH	Relative Viscosity	Relative Cost
Good	4.5	100%	.100%	4	100%	100%
Better	5.5	110%	.010%	6	90%	110%
<b>BEST</b>	6.5	120%	.001%	7	60%	135%



**Good**  
SYN-OX HR-1303



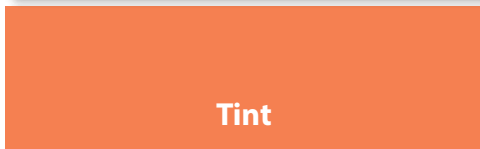
**Better**  
SYN-OX HR-1213



**BEST**  
SYN-OX HR-1203



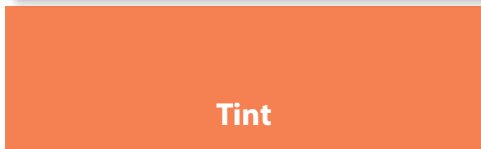
**Masstone**



**Tint**



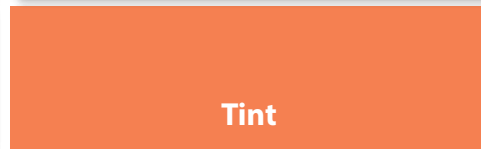
**Masstone**



**Tint**



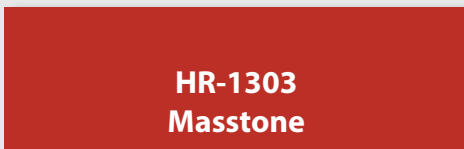
**Masstone**



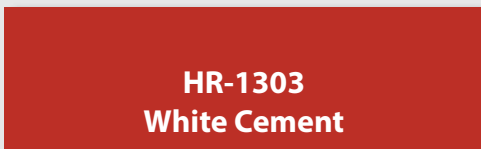
**Tint**

### Color by Application

Concrete, cement and manufactured stone products have a different set of requirements than coating products. Porosity and base aggregates can have a big effect on color strength. When attributes like good dispersability, high gloss and high purity are not required, our Good and Better materials are an excellent match for these applications.



**HR-1303  
Masstone**



**HR-1303  
White Cement**



**HR-1303  
Gray Cement**

Whether you have a material or cost issue, we can help. Call or email us today to discuss your application and specification requirements. We will recommend the right product and provide a sample for your evaluation. For quality and value, Hoover Color pigments have been the industry standard since 1923.