



Syn-Ox[®] Yellows

Synthetic Yellow Iron Oxides

At almost any construction site around the world, you see equipment painted with Yellow Iron Oxides. Hoover Color's Syn-Ox[®] Yellow Iron Oxide pigments are available in a full range of yellow shades. They are engineered to maximize performance with undertones ranging from lemon yellow to reddish yellow. As with all Iron Oxide Pigments, Syn-Ox[®] Yellows are permanent, chemical resistant and lightfast. Their only performance limitation is limited heat stability (350°F/175°C).

Pigment properties like dispersability, tinting strength, viscosity and pH influence the amount of pigment required to achieve a specific color depth and opacity. Finer grind pigments like our 600M series have a greater reflective surface area for tinting systems and high quality coating products; while our HY-650 is widely used for concrete coloring. Hoover Color offers you a variety of performance qualities to enable you to choose the grade that is the best match for your specific applications performance and cost needs.

To the right is a set of masstones and tints that show the range of our Best products. On the reverse side of this sheet we compare the basic attributes of our Good, Better, Best range family of products.

BEST Product Range

SYN-OX HY- 600M



SYN-OX HY- 620M



SYN-OX HY- 630M



General Pigment Properties

Crystal Structure	Goethite
Chemical Composition	FeO-OH
CAS#	51274-00-1
Color Index#	Yellow 42
Light Fastness	Permanent
Chemical Resistance	Excellent
Heat Stability (°C/°F)	175°/350°

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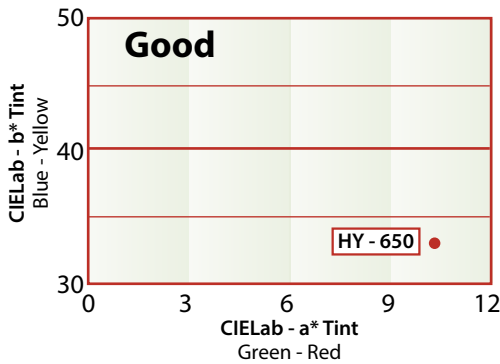
Synthetic Yellow Iron Oxides

Choosing the Right Material

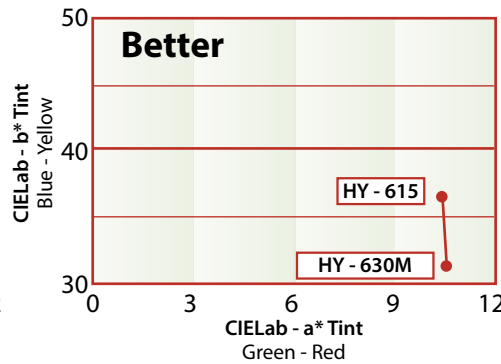
Our good, better, best material grading system is unique. While the relative differences may be minor, matching material characteristics as close as possible will ensure both excellent performance and maximum value. In some cases, using a better grade of material may be a more cost effective alternative because less is required to obtain the color you need. Once we understand your performance and cost goals, we can recommend the right product and provide a sample for your evaluation.

So, whether you have a material or cost issue – or both - we can help. For engineered pigments with exceptional performance, quality and value, give us a call or email us today to get the conversation started.

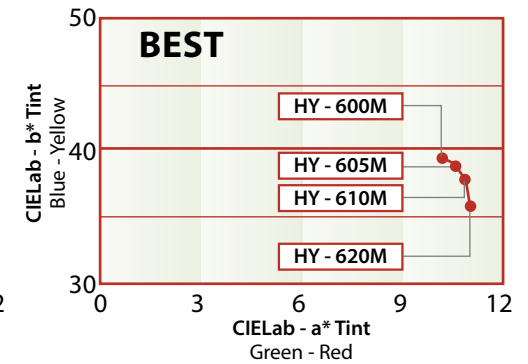
Product Range	Hegman	Relative Color Strength	325 Mesh	pH	Relative Viscosity	Relative Cost
Good	4.5	100%	0.100%	5	100%	100%
Better	5.5	110%	0.010%	6	80%	110%
BEST	6	120%	0.001%	7	60%	135%



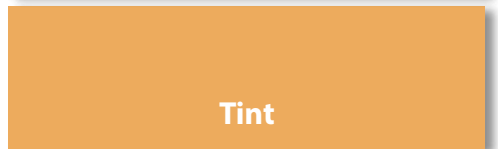
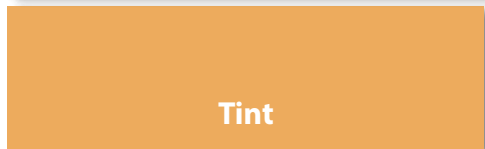
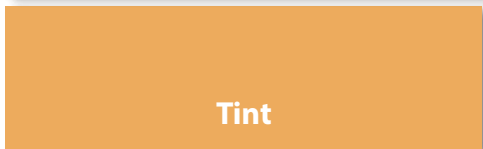
Good
SYN-OX HY- 650



Better
SYN-OX HY- 615

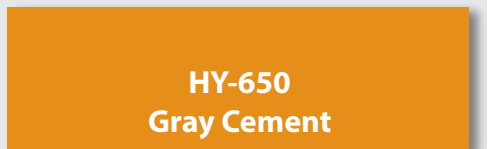
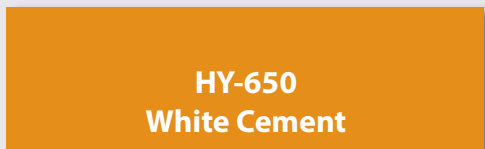
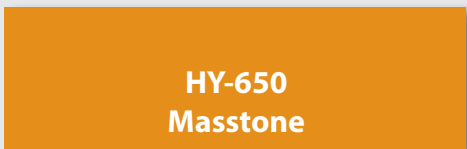


BEST
SYN-OX HY- 610M



Color by Application

Concrete, mortar, stucco 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 dispersibility, high gloss and high purity are not required, our Good and Better materials are an excellent match for these applications.



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.