



# HOOVER COLOR

# WHITE CEMENT PIGMENTS

Using HOOVER COLOR pigments to color concrete products is relatively simple. It is recommended that color pigment be added by weight rather than volume. Typical pigment loadings range from 1/2 to 5 lbs. per 94 lb. bag of cement. Pigment loadings should not exceed 10% of cement content. To ensure maximum color performance, pigments should always be dry blended with cement, sand and aggregate before the addition of water.

The pigments shown on the front and back demonstrate the color achieved when mixing a certain weight or percentage of pigment with white cement. The final color depends upon a number of variables including the amount of pigment and the color of the cement. The more pigment used, the more intense the final color will be. Darker colored cements will result in a darker final color, assuming all other materials are equivalent.



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Hoover Color pigments have been the industry standard since 1923. 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. We will help you determine the right product for your specific application, and provide a sample for your evaluation.



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