



# INDUSTRIAL

COLOR SYSTEM SELECTIONS

**Chroma-Chem 844 Colorants  
for Solventborne Bases  
and  
Aqua-Chem 896 Colorants  
for Waterborne Bases**

## Chroma-Chem 844 Colorants for Solventborne Bases and Aqua-Chem 896 Colorants for Waterborne Bases



**Hy-Lux® Industrial Enamel**  
1100 and 3100 Series

Hy-Lux® Industrial Enamel is a durable, extremely high gloss enamel made from a premium quality, acrylic-modified, alkyd resin. Formulated to give long-term weather protection and a colorful appearance. Hy-Lux® Industrial Enamel is tough and will take hard usage. This product is an excellent choice for areas subjected to hard use and where dry and recoat times are flexible.

Tint System: Chroma-Chem 844



**Hy-Lux® Industrial Enamel**  
1200 and 1400 Series

Hy-Lux® Waterborne Acrylic Industrial Enamel is a low VOC, quick-dry enamel based on high quality acrylic resin with excellent adhesion properties to a wide variety of substrates, including, but not limited to steel, plastic and wood. This product dries to a smooth, hard, glossy surface. It is available in clear and a wide selection of colors and tint bases. It may be applied by brush, roller or spray. 1200 White is USDA approved for use as a coating subjected to incidental food contact.

Tint System: Aqua-Chem 896



**Shaft-Lac® Quick Dry Enamel**  
300 Series

Shaft-Lac® Quick Dry Enamel is decorative, abrasion resistant and intended for use by engineers and manufacturers of a wide variety of products. The exceptionally fast dry feature of Shaft-Lac® Quick Dry Enamel makes an ideal coating for use in high production painting. It is primarily designed for spray application, but it may be used in a dip system with careful control. It may be applied to metal, wood, fiberglass or most rigid materials.

Tint System: Chroma-Chem 844



**Shaft-Lac® Gloss Acrylic**  
3200 Series

A premium waterborne acrylic. Shaft-Lac® Gloss Acrylic is a low V.O.C. ideal high gloss coating for use in production painting. Exceptional quick-dry and print free characteristics, designed primarily for spray application. It may be applied to metal, wood, fiberglass or most rigid materials.

Tint System: Aqua-Chem 896



**PX-2000 Acrylic Polyurethane**  
PX-2000 Series

PX-2000 Acrylic Polyurethane is a low-VOC, two-component high quality polyurethane which is designed to provide a high gloss, extremely durable, solvent and chemical-resistant topcoat. This product sets up rapidly and can be easily applied by airless or conventional spray, but also may be rolled and brushed.

Tint System: Chroma-Chem 844



**Am-E-Pox® Enamel**  
500 Series

Am-E-Pox® Epoxy Enamel is a high gloss, two-component epoxy polyamine enamel that is extremely hard, tough and durable. For use over steel, wood, concrete and fiberglass, wherever maximum protection is needed. One gallon unit consists of a gallon can of base component, 3/4 full, and a quart of 599 Curing Agent or 598 Semi-Gloss Agent. Am-E-Pox®, like all epoxy coatings, will lose gloss and be subject to chalking on exterior exposure only. This does not impair durability or protection.

Tint System: Chroma-Chem 844



The following Waterborne and Solventborne Bases are available from Ellis Paint Company. Choose from these base selections to make the **180 sample colors** on this selections card/ In addition to the color selections on this card, over 900 color formulations are available from the Colortrend Color Cue System and over **500 color formulations** may be matched to the **Federal Standard 595 Series**. For more information about each product below and download MSDS and/or P-Sheets, please visit our website at [www.ellispaint.com](http://www.ellispaint.com)



**Direct-to-Metal  
9600 and 9700 Series**

Direct-To-Metal is a waterborne, acrylic enamel that can be applied to properly prepared surfaces without using a primer. This product is designed to provide a dry film thickness of up to 5 mils per applied coat without sagging. Direct-To-Metal adheres to a variety of substrates including steel, masonry and previously coated surfaces.

**Tint System: Aqua-Chem 896**



**Container Coating**

Container Coating is a waterborne, acrylic co-polymer enamel that can be applied to properly prepared surfaces without using a primer. This product is designed to provide a dry film thickness of 10+ mils per applied coat without sagging. Container Coating adheres to a variety of substrates including steel, masonry and previously coated surfaces.

**Tint System: Aqua-Chem 896**



**Engard Chemical Resistant  
Urethane 428HS Series**

A protective, low VOC solventborne finish which is decorative as well as resistant to highly corrosive chemical and physical conditions. Engard 428HS Chemical Resistant Urethane is recommended for storage tanks, railcars, tank trucks, mechanical equipment, sewage plants, refineries, off-shore drilling platforms, marine service, pulp and paper industry, and concrete floors. The principal uses for Engard 428HS is in special areas which require a high gloss finish that is tough and chemical resistant.

**Tint System: Chroma-Chem 844**



**Engard Environmental Epoxy  
400FD Series**

An attractive, heavy duty, low VOC, solventborne, thixotropic epoxy coating. Engard 400FD Environmental Epoxy provides protection to a wide variety of surfaces exposed to corrosive atmospheric environments which receive a lower degree of surface preparation. It is designed to produce a dry film thickness of up to 10 mils per applied coat. This coating is extremely resistant to fresh and salt-water spray and many chemical fumes. Engard 400FD is self-priming on most surfaces including tightly adhering rust and old paint. It may be used as the complete coating system or in combination with other Engard primers and finishes.

**Tint System: Chroma-Chem 844**



4Y QR/AQR

12Y QR/AQR



4Y RO/ARO

12Y RO/ARO



4Y UO/AUO

12Y UO/AUO



463



436



480



458



331



301



310



324



447



332



302



319



322



442



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437



431



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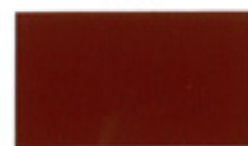
307



312



438



440



329



308



313



439



309



328



4Y YO/AYO

12Y YO/AYO



4Y MY/AMY

12Y MY/AMY



4Y OY/AOY

12Y OY/AOY



348



446



478



361



374



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448



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4Y PG/APG

12Y PG/APG



4Y PB/APB

12Y PB/APB



4Y QV/AQV

12Y QV/AQV



371



474



473



472



466



372



391



404



411



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430



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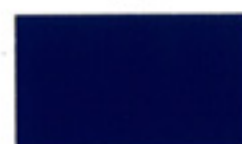
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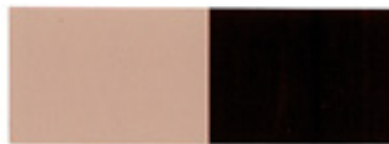


402



4Y LB/ALB

12Y LB/ALB



4Y BU/ABU

12Y BU/ABU

TW/ATW



428



476



453



459



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416



429



454



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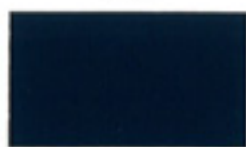
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450



462



419



390



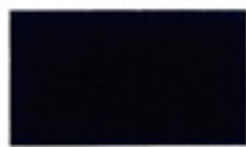
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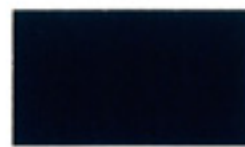
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## **CHROMA-CHEM 844 INDUSTRIAL COLORANT SYSTEM**

The CHROMA-CHEM 844 INDUSTRIAL COLORANT SYSTEM contains 180 popular deep and pastel colors utilized by the coatings industry for industrial maintenance, O.E.M., marine, implement, automotive and safety finishes. Formulations are also available with 980 color matches to Colortrend Color Cue system and 500 additional computer color matches to the Federal Standard 595 Series.

## **AQUA-CHEM 896 WATERBORNE INDUSTRIAL COLORANT SYSTEM**

The AQUA-CHEM 896 WATERBORNE INDUSTRIAL COLORANT SYSTEM is a low VOC, glycol-free, high performance, waterborne colorant line, specifically formulated for use in waterborne products used for industrial applications. The pigmentation of this system duplicates the CHROMA-CHEM 844 selection. Formulas are available for the 180 popular industrial colors, safety colors, and the Federal Standard 595 Series of Colors.

There is an entrepreneurial spirit at Ellis Paint that gives us the "yes, can do" attitude. Our forward thinking approach to the refinishing markets lead us to develop global solutions such as lowest VOC formulating, best transfer technologies and, spent material recycling. This total solutions concept provides the products and services that today's refinishers demand. Our changing world and challenging environment calls us all to bring forward solutions that are productive, environmentally friendly and cost effective. The market is wonderfully diverse in coatings and colors. It is also complex in regulations and performance. Forward thinking is not an option; you will be surprised by what we can do...

On our website you can access the latest news about ELLIS PAINT COMPANY and our products. We are continuously developing the website to accommodate any needs our customers may have. On [www.ellispaint.com](http://www.ellispaint.com) you can download both MSDS and Product Profile Sheets (P-Sheets) for most of our products. If you have a question or suggestion for our website, please contact your Sales Representative.

