



# High quality pigments for asphalt

Henry Ford used to say 'You can have any colour you like, as long as it's black'. Before the 1970's, asphalt manufacturers had to say the same thing as pavements could only be coloured by coatings which often suffered durability problems. Over the last 40 years red asphalt and macadam have been popular and have been achieved using pigments such as Procter Johnson's Asphalt Red for colouring conventional bitumen. More recently has seen

the emergence of synthetic binders which can be pigmented to provide a huge variety of colours.

We currently promote a standard range of pigments for use in clear binder applications and are able to offer bespoke colours on demand.

Most of the shades can be achieved with relatively low dosage rates. Typically dosage is 1-3% by weight of the total mix design.

<b>Cream PJ 249</b>	<b>Bright Red PJ 126</b>	<b>Light Buff PJ 245</b>	<b>Plum PJ 180</b>
<b>Taupe PJ 7069</b>	<b>Tan PJ 610</b>	<b>Chocolate PJ 663</b>	<b>Powder Blue PJ 554</b>
<b>Grey PJ 795</b>	<b>Moss PJ GRN48</b>	<b>Buff PJ 244</b>	<b>Aqua PJ 537</b>
<b>Green PJ GRN10</b>	<b>Lemon PJ 933</b>	<b>Purple PJ 543</b>	

The colours represented are dosed at 15% in Shell Mexphalt C. The colours illustrated are intended as a guide only.

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