

STANDARDCON PVT. LTD.



Food colours



Natural colours



Lake colours



## INTRODUCTION

**Standardcon Pvt. Ltd.** is the venture of **Vipul Dye Chem Ltd.** parent company who is involved in the manufacturing and exporting of dyestuffs, dye intermediates and pigments, since more than 34 years.

Standardcon was started with the intention for the diversification from the traditional textile based products & considering the growth in the food, pharmaceutical & cosmetic industries, and today, is successfully producing nearly complete range of Food colours and Lake colours.

Manufacturing activities are located at the factory situated about 20 km away from Mumbai, at M.I.D.C., Turbhe, Navi Mumbai.

## PRODUCTS

Standardcon is specialised in manufacturing all the food colours as well as Lake colours of the same. The total production capacity is 1000 mt per Annum.

We are also developing "Ready to Use Coating Systems" of all the colours for film coating, enteric coating, moisture protective coating of Tablets using Solvent/ Aqueous based systems.

## FOOD COLOURS

Food colours are water soluble colours. These colours are chemically classified as acid dyes.

The main application of these water soluble Food colours are as under :



### FOOD INDUSTRY

Bakery Products, Fruit Juices, Beverages, Dairy Products, Confectionery Industries, etc.



### PHARMACEUTICAL INDUSTRY

For colouring Tablets, Capsules, Preparation of Liquid Medications & Syrups, Soft Gel



### COSMETICS INDUSTRY

Hair Care Products, Baby Products, Skin Care Products, Lipsticks, Nail Polish, etc.



### NON-COSMETIC INDUSTRIES

Soaps, Detergents, Liquid Cleansers, etc.

We also offer blends of the Food colours  
Wherein different kinds of shades are available.



## LAKE COLOURS

Standardcon's Aluminium Lake colours are insoluble pigment or disperse, prepared from Food colours and Aluminium Hydrate or other approved substrates. Micron technologies helps to achieve greater product effectiveness through the application of particle size. They are cheerful, bright in shade, available in a variety of dye strengths and colours and have excellent colour stability and consistency.

### PROPERTIES of LAKE colours :

In general lakes or disperse colours are very fine powder, fast to light, resist air & moisture, insoluble in water, alcohols and organic solvents. This helps to increase the shelf life of end product.

### FASTNESS TO LIGHT :

As Food colours are bonded with Aluminium Hydrate, the rate of discolouration is reduced in comparison to the parent dye. This helps to prevent fading of colour in end product.

### OPACITY or HIDING POWER :

Lake colours are opaque and dispersible. This helps to cover any surface with low quantity of Lake colours. Also our micron particle size ensures you get maximum surface to coat with minimum quantity

### SHADE or TINT :

Lake colours produces different tint or shade with different strength of parent Food colours. This tint or shade remains constant on applying any number of coatings, this quality of consistency helps to reproduce same shade from batch to batch.

### MOTTLING or SPOT :

As Lake colours are insoluble in water, the migration of colours is prevented. This helps to prevent mottling or spots on product.

Such qualities of Lake colours have excellent advantage over the parent or primary Food colours.

## APPLICATION

Lake colours are used in almost every type of edible preparation, pharmaceutical and cosmetic products and Plastic packaging materials.



### Bakery Products

- Cakes • Icing
- Oil Based Preparations
- Decorating Sugar Crystals



### Confectionery

- Candy • Chocolates
- Peppermints
- Gum Products



### Cosmetic & Personal Care Products

- Lipsticks • Bindi • Blushers • Nail Polish
- Powders & Mascara • Eye Liners, Eye Shadows
- Lotions & Creams • Molt & Pour Soaps





### Dairy Products

- Milk Products (Ice Creams, Cheese, Yogurt)
- Fat/ Wax Based coatings • Sauces



### Food Products

- Dry Powder based Preparations (dough Mixes, Cake Mixes, Beverage Mixes, Gelatin Dessert Powder)
- Spice Compounds • Pet / Fish Food



### Packaging Products

- Inks • Food Packaging
- Plastic Film



### Pharmaceuticals

- Compressed/ Coated Tablets
- Capsules • Ointments • Powders

## NATURAL COLOURS

To meet the growing need for the Natural colours against the use of synthetic colours, Standardcon have started manufacturing Natural colours and offers various colours in powder, water soluble and oil soluble range and are also in process of developing few more to meet the growing needs in different shades.

### Product list - Natural colour

colour	EEC No.	Description
Annatto	E 160b	Liquid / Powder (Oil Soluble)
		Liquid / Powder (Water Soluble)
Turmeric	E 100	Paste, 35% Curcumin
		Liquid (Oil Soluble)
		Liquid (Water Soluble)
Paprika	E 160c	Powder, Up To 95% Curcumin
		Liquid (Oil Soluble) 10,000 To 1,60,000 Cu
		Liquid (Water Soluble) 10,000 To 50,000 Cu
Iron Oxides (Red/ Yellow / Black)	E 172	Powder, Spray Dried
		Powder
Beet Root	E 162	Liquid / Powder (Water Soluble)
Safflower	-	Liquid / Powder (Water Soluble)
Caramel	E 150 a,b,c,d	Liquid / Powder (Water Soluble)



## TECHNOLOGY, QUALITY CONTROL & HI-TECH LABORATORY

Our products are manufactured under the strict rigid quality control to ensure the consistency in the quality. We strictly follow the quality policy of our parent company, which is **“we are committed to meet and exceed our customers requirements through continual improvement in all the aspects of our work & effective implementation of the quality management system.”**

**“Customer's satisfaction is the only way to succeed”**

We are having full fledged Laboratory-cum-R&D center. Our laboratory is well equipped with the latest technology and all the necessary equipments to check the quality of raw material and consistency of end products. Our R&D is always engaged in making new inventions and trying to make the products more cost effective and application friendly.



## DISTRIBUTION, LOGISTICS & PACKING

Our Food colours and Lake colours are available in variety of packing ranging from 1kgs to 25 kgs. We offer different kinds of packing material such as tin packing, plastic drums, boxes, paper bags etc. We can also meet customer's specific need for the packaging.





## Product list of Food colours and Lake colours

Product (Code)	C.I. No	FD&C Nos./ E Nos. / CI Food Names	Shade
Acid fuchine	17200	D&C Red 33, C.I. Food Red 12	
Allura Red (AR)	16035	FD&C Red 40, C.I. Food Red 17, E129	
Amaranth (AM)	16185	FD&C Red 2, C.I. Food Red 9, E123	
Brilliant Black BN (BN)	28440	C.I. Food Black 1, E151	
Brilliant Blue FCF (BB)	42090	FD&C Blue 1, C.I. Food Blue 2, E133	
Carmoisine (CR)	14720	C.I. Food Red 3, E122	
Chocolate Brown HT (CT)	20285	C.I. Food Brown 3, E155	
Erythrosine (ER)	45430	FD&C Red 3, C.I. Food Red 14, E127	
Fast Green FCF (FG)	42053	FD&C Green 3, C.I. Food Green 3	
Fast Red E	16045	C.I. Food Red 4	
Green S	44090	C.I. Food Green 4, E142	
Indigo Carmine (IC)	73015	FD&C Blue 2, C.I. Food Blue 1, E132	
Naphthol Blue-Black	20470		
Patent Blue V (PB)	42051	Food blue 5, E131	
Ponceau 4R (PO)	16255	C.I. Food Red 7, E124	
Phloxine B	45410	D&C Red 28	
Quinoline Yellow (QN)	47005	D&C Yellow 10, C.I. Food Yellow 13, E104	
Red 2G	18050	Ext. D&C Red 11, C.I. Food Red 10, E128	
Sunset Yellow FCF (SS)	15985	FD&C Yellow 6, C.I. Food Yellow 3, E110	
Tartrazine (TT)	19140	FD&C Yellow 5, C.I. Food Yellow 4, E102	

Also available blends of various colours from above like Green, Pea Green, Apple Green, Brown, Dark Brown, Chocolate Brown, Tomato Red etc.



### General specifications of Lake colours

Sr. No.	PROPERTY	LIMITS
1.	Appearance	Fluffy Amorphous Powder
2.	Total Dye Content on as is basis	3% to 40%
		(10-15% Low Dye
		20-24% Mid Dye
		29-38% High Dye)
3.	Total Dye Content on dry basis	4% to 45%
	(dried at 110° C for 2 Hrs.)	(12-18% Low Dye
		22-26% Mid Dye
		32-42% High Dye)
4.	Moisture Content at 110° C	< 17%
5.	pH of 2% slurry	3.5-7.0
6.	Bleeding or Free Dye Content on dry basis	< 0.4%
7.	Particle Size, Passing 325 mesh	> 85%
8.	Bulk Density	< 0.4 g/ml
9.	Subsidiary colouring Mater	< 1.00%
10.	Organic Dye Intermediates	< 0.50%
11.	Primary Aromatic Amines (as Aniline)	< 0.01%
12.	HCl Insoluble Matter	< 0.50%
13.	Water soluble Chlorides & Sulphates	< 2.00%
14.	Ether Extractable Matter	< 0.20%
15.	Heavy Metal (Including Lead)	< 40 ppm
16.	Arsenic	< 3 ppm




















### General specifications of Food colours

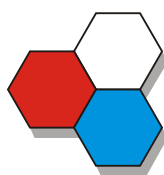
No.	TEST	Product Code	AR	AM	BN	BB	CR, IC, TT	CT	ER	Green S	PB	PO	QN	Red 2G	SS
1.	Total dye content percentage by mass (on dry basis at 105±1°C for 2 hrs) min.		87	80	87	87	70	87	80	85	82	70	80	87	
2.	Loss on drying at 135°C and sodium chloride and sulphate percent by mass, max.		13	20	13	13	30	13	20	15	18	30	20	13	
3.	Water insoluble matter, percent by mass max.		0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	
4.	Combined ether extract, percent by mass max.		0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	
5.	Subsidiary dyes, percent by mass max.		3.0	10.0	6.0	1.0	10.0	4.0	1.0	2.0	1.0	4.0	2.0	3.0	
6.	Dye intermediates (Organic Compounds other than colouring matter), percent by mass max.		1.5	0.8	1.5	0.5	0.7	0.5	0.5	0.5	0.5	0.5	0.5	0.5	
7.	Heavy metals Lead, Copper, Chromium, Arsenic, Mercury, Zinc, Antimony, Nickel, Barium, (mg/kg) max.		40	40	40	40	40	40	40	40	40	40	40	40	
8.	Arsenic (mg/kg) max.		3	3	3	3	3	3	3	3	3	3	3	3	
9.	Lead (mg/kg)		10	10	10	10	10	10	10	10	10	10	10	10	
10.	Leuco base, percent by mass max.				5.0				5.0	4.0					
11.	Inorganic Iodides Calculated as Sodium Iodide, percent by mass max.							0.1							
12.	Fluorescein (mg/kg) max.							20							

## SALES NET-WORK

In India, we are supplying our colours to many multinational companies as well as reputed pharmaceutical & cosmetic manufacturers. They are very much satisfied with our consistent quality at a very economical price.

We are also exporting our products on regular basis to countries like :

 Australia	 Germany	 Mexico	 Taiwan
 Bangladesh	 Guatemala	 Pakistan,	 U.A.E.
 Belgium	 Holland	 South Africa	 U.S.A.
 Brazil	 Indonesia	 South Korea	 Vietnam
 France	 Japan	 Syria	



## STANDARDCON PVT. LTD.

**Manufactures and Exporters of Lake colours and Food colours**

### HEAD OFFICE

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