



Parama Colors

Parama signifies the 'best' or the most supreme

It is the highest superlative in Sanskrit (*ancient Indian language*) used to describe the quality and attributes of anything ranging from emotions like joy (*Paramanand*) to Godhood (*Parameshwar*)

In Parama, we believe in setting the ultimate benchmark in our colours, dyes and pigments – in their emotive appeal and their quality

Colors Speak to us

Why color matters?

Colors communicate to people with greater speed and impact than words. Colors determine purchase decisions and consumer perceptions of brands and products. Choice and use of colors define product appeal and marketing success.

What is color?

Colors are visual perceptions of the spectrum of light reflected from object surfaces, categorized and described in terms like red, blue, green, etc. Colors, or how light is reflected off a surface depends on qualities that can be absolutely controlled and decided by use of dyes and pigments, which are also commonly referred as colours.

Colors dictate key consumer decisions

“People make subconscious judgments about products within 90 seconds of initial viewing, and 62%-90% of that assessment is based on color alone.” – CCICOLOR, Institute For Color Research

“Over 65% of purchasing decisions involve color.” - Leatrice Eiseman, executive director, Pantone Color Institute

Defining the right colors for a product is crucial for marketers

.... And we act as a top strategic partner in this vital task!!!

Global Successes Spelt By Color

Stories of companies using color to change their marketing fortunes abound in recent history – here are some ...

- Google is known to have tested 41 shades of blue for its advertising links on the web before deciding on one – leading to a \$200 million jump in revenue.
- Car manufacturer Honda worked recently with neuroscience specialist Experience Insight in a point of purchase experiment. Average profitability of sales conducted in specially designed ‘blue pods’ were found to be 35% higher than in normal showrooms.
- After 170 years, Carlsberg brewery replaced its signature green bottles with brown and its primary export packaging with a combination of white, copper and yellow. After the color changes, in the 12 weeks to June 2017, the company gained 10% retail sales values, 81% positive sentiment on social media and 10,000 new distribution points for the brand in off-trade, without any other significant change in marketing communication.
- A simple adoption of green gave Heinz the highest sales increase in the brand’s history. Ten million bottles were sold within the first seven months of introducing Heinz EZ Squirt Blastin' Green ketchup which raked in \$23 million in sales immediately following its introduction.

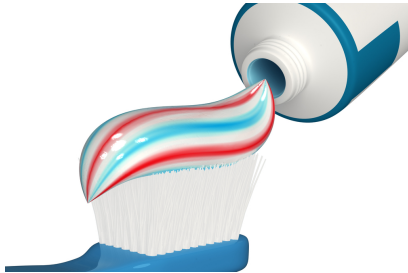


What Parama brings to the table

- ❖ A complete range of natural and synthetic colors in powder, paste and liquid forms
- ❖ Smaller pack sizes ideal for small and medium businesses, which prevent wastage
- ❖ We create products fully customized to the needs of our customers
- ❖ We offer all colours in Food, Personal Care and Pharma under the same roof
- ❖ We provide better flexibility and cost-effectiveness with reduced time to market for your products
- ❖ We build relations to support your success, and come with the right skill sets and technical expertise



Some Applications



Particle Size and Coloring Power

The relation between pigment particle size and 'colouring power' is known from ancient times but has assumed greater significance with modern industrial processes making better dispersion possible

Color particle sizes influence Flocculation, Hue/Tint Strength, Hiding/Transparency, Gloss/Flatting and Film Appearance, Viscosity, Stability and Weather Resistance among other things

Smaller pigment particles ensure greater surface area and we can really boost the coloring power of pigments ensuring better dispersion though there is a trade-off with increase in costs

Better dispersion eliminates streaking and specking, and this is of great importance to those who manufacture small packages like sachets, tablets (both dry compression and coating) as well as those in the cosmetics industry, especially in foundations.

Parama simplifies the use of colors in the plants and manufacturing units of our customers, as we have the required equipment and use the correct processes for our products.

***BOTH POWDER AND LIQUID COLOR BLENDS ARE IMPROVED AND CUSTOMIZED ACCORDING TO
CUSTOMER REQUIREMENTS***

Dry Powder Blends

Professional powder blends

SPECKFREE BLENDS

We employ extra runs of wetting and drying the compound mixture creating an extra-fine dispersion of individual dyes, at the stage of milling, that can dissolve instantly. Our speck-free dye blends behave as single colors do when added to your powder blends, and finally to solvents (masstone equivalent).

WATER DISPERSIBLE

We create fine powder blends of oil soluble natural colors like Curcumin (extracted from turmeric) enabling water dispersion of the compound or mix.

PRE-DISPERSED PIGMENTS

Pre-dispersed blends like single pigment concentrates (SPC) and other mixes reduce processing costs as no further dispersion is required. It is ideal for uses in products where further product processing to ensure pigment dispersion is not wanted, e.g., in lactose or salt.

Parama has the capability to facilitate an ***infinite number of shades*** and tints for faithful reproduction of your color in compliance with all desired parameters (spec/color/granule etc)

We can also help in pigment compounds from material supplied by customers

Liquids and Pastes

Professional Wet Blends

Speed Lakes

We create fast acting lake pigments in sugar-based pastes for the food industry, which set the color on drying in confectionary or other food items.

Speed Pastes

Fast acting coatings regularly used in the pharmaceutical industry for tablet exteriors. These are usually water, hydroxypropyl methylcellulose or ethanol-based pigments.

Printing inks

Besides regular printing inks based on shellac and alcohol solutions, we offer versions where shellac is not used, and the coating/film is made of alternative ingredients. Varying ratios of water and alcohol are used as base solvents.

Dispersions For lipsticks, soft caps

We simplify the process of dealing with iron oxides and lake pigments which are in powder form and insoluble. We enable dispersion at the client's plant and supply tailor-made solutions in both wet and dry media, including glycols, oil and esters.

Focus on Personal Care and Pharmaceuticals

We have worked long with the pharma and personal care industry devising *numerous solutions* and are in a position to provide technical solutions to all your coloring issues.

We are experts in providing

- Color travel pigments and special effects
- Ready-to-use pastes for soft caps, lipsticks, and water-soluble colors for liquid products like lotions, shampoos and oral care applications
- Coating solutions for tablets
- Iron oxides and lake pigments for cosmetics
- Colored exfoliators and beads
- Titanium dioxide



Food Industry Segments We Cater To

- ❖ *Bakery and cake decoration*
- ❖ *Beverage compounds*
- ❖ *Nutritional/Protein powders*
- ❖ *Micas, Flavours and Caramels for wider use*



***PARAMA OFFERS A COMPLETE SPECTRUM OF NATURAL COLORS AND
FLAVOURS ALONG WITH A STRONG RANGE OF SYNTHETIC COLORS***

MOQ, Pack Sizes and Lead Time

- ❖ Pastes & Liquids – 2 to 3 weeks ; custom packaging as per customer requirements
- ❖ Straights – 2 to 3 weeks ; custom packaging as per customer requirements
- ❖ Powder Blends – 2 to 4 weeks, custom packaging as per customer requirements
- ❖ Caramel – 3 to 4 Weeks ; custom packaging as per customer requirements



SMALL, CUSTOMIZED PACK SIZES FOR YOUR BATCHES

- Minimum product exposure reduces contamination risk and mess
- Helps to reduce capital tied up in colour stock
- Helps manage shelf life of water-based products



PARAMA TAKES PRIDE IN WORKING WITH YOU TO DESIGN OPTIMIZATIONS FOR THE RIGHT STOCKS AND SERVICE THAT FITS YOUR NEEDS

We Power Your Success



- ❖ We can recommend entirely new shades or product ranges, along with tabling the finished product for clients
- ❖ We can create solutions with just client's prototype products or even concepts and design solutions ideal for client needs
- ❖ We can accurately duplicate what the client already has in regular use and give more competitive prices and services for the same product
- ❖ We possess the capability to brainstorm and find entirely new and creative solutions for client needs



Putting Clients Needs First

Parama helps you create a stronger and more effective vision for color designing of your products

We build relations and will always be at hand to work with you to devise more cost-effective and better solutions, staying all the way with you in R&D

We vie for the role of a strategic partner in your product manufacturing process and build long-lasting relationships

Building
trust & reliability

**LAY ALL YOUR CONCERNS ABOUT COLORS TO REST WITH
PARAMA'S CAPABLE SUPPORT**



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