

# Dry Color Concentrate

Dry Color Concentrate from Colorcon® is a **Patent Pending**, self-opacifying, non-dusting dry coloring system for panned confectionery goods.

## FEATURES & BENEFITS

### PRODUCTIVITY IMPROVEMENTS

- The enhanced opacity and even coverage of the Dry Color Concentrate will allow for:
  - a reduction in mottling
  - a potential reduction in coating
  - development of brighter colors
  - improved yield per batch of color
- Dry Color Concentrate is dry; therefore, no settling, increase in product or hard packing of the pigments will be seen.
- Reproducibility of color between batches is practically guaranteed, since there is no mixing, shaking or re-dispersion of pigments required by operators as with liquid systems.

### COST SAVINGS

- Dry Color Concentrate is a highly concentrated dry coloring system. This dramatically reduces the color usage level (approximately 50% or more). A lower usage level means lower inventory carrying costs and lower shipping costs.
- The self-opacifying nature of Dry Color Concentrate may make it possible to reduce the amount of Titanium Dioxide in the subcoat. This translates into a potential decrease in raw material costs and a further reduction in cleanup costs.

- Comparable coverage and color development is possible with fewer applications.

## COMPLETE VERSATILITY AND FUNCTIONALITY

- Dry Color Concentrate is a complete coloring system. Simply add the proper amount to the selected coating syrup solution and mix under low shear agitation.
- There are no viscosity, handling issues, or reduced microbial concerns with Dry Color Concentrate.
- Dry Color Concentrate is preservative free making it label friendly and acceptable for use internationally.
- Dry Color Concentrate is available in recyclable containers; therefore, disposal of empties is cost effective and environmentally friendly.
- Dry Color Concentrate is versatile enough to be used with both sucrose and dextrose systems.

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For more information, contact your Colorcon representative or call:

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