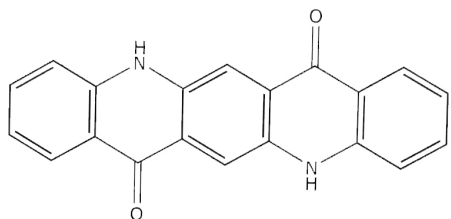


## 23720 Chinacridon Red Magenta

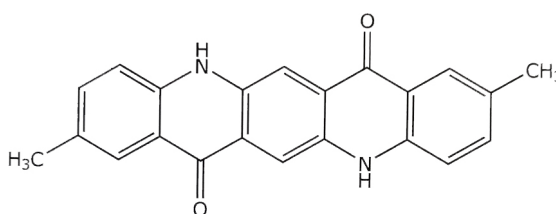
Pigment Violet 19, C.I. 73900

Quinacridone Red Magenta is a synthetic-organic pigment. It belongs to the group of quinacridone pigments. These compounds were discovered in 1935, but only gained greater importance from about 1960 onwards. Quinacridone pigments are based on a polycyclic compound with five rings. Depending on the exact chemical composition, crystal modification and degree of substitution, these pigments are available in different colors, which can range from bright magenta, reddish violet, purple to brown-orange and reddish brown. For artists' colors, the  $\beta$ - and  $\gamma$ -modification of unsubstituted quinacridone (Pigment Violet 19), as well as the 2,9-dimethylquinacridone (Pigment Red 122) are preferred.

Kremer range, and the hue is a reddish violet. Quinacridone Violet is the closest to Thioindigo, which is no longer available. The pigment is suitable for oil, tempera, acrylic or watercolor. The pigment tends to form lumps and should therefore be carefully rubbed into all binders.



Pigment Violet 19<sup>2</sup>



Pigment Red 122<sup>1</sup>

Even with the same chemical composition and identical color index Even with the same chemical composition and identical color index number, the shade of quinacridone pigments can be very different. For example, 23402 Quinacridone Pink D shows a bright, luminous pink, while 23720 Quinacridone Red Magenta can rather be described as a bluish red and 23710 Quinacridone Violet shows a dark red-violet. All three pigments have the same color index: Pigment Violet 19.

One advantage of the Quinacridon pigments is their good lightfastness. In comparison with other synthetic-organic pigments with a similar color spectrum, this pigment group is characterized by excellent stability. For this reason, the pigments are particularly popular for glazing color applications, e.g. in watercolors. Less lightfast organic pigments such as alizarin varnishes or thioindigo are therefore increasingly being replaced by quinacridone pigments.

Quinacridone Red Magenta is a blue-tinted, transparent quinacridone pigment with high color brilliance and good fastness properties. Compared to other quinacridone pigments in the Kremer range, the powder pigment appears darker and with a red cast. This impression is deceptive, because the color tone of the rubbed-on pigment is less bluish than the magenta shades 23153 Chinacridon Pink or 23401 Chinacridon Pink transparent, but cooler and more transparent than the 23402 Chinacridon Pink D.

<sup>1</sup>Literature: Herbst, Willy/Hunger, Klaus: Industrial Organic Pigments. Production, Properties, Applications. Weinheim 1993, p. 456 f. Schänig, Anke: Synthetic Organic Colorants from a Technological Materials Collection of the 19th/20th Century: Identification, Classification and their Use and Acceptance in (Artists') Paints at the Beginning of the 20th Century. Vienna 2010, p. 54.

Both illustrations from: Muntwyler, Stefan: Farbpigmente, Farbstoffe, Farbgeschichten. Elsau 2011, p. 118.

Even with the same chemical composition and identical color index due to its good lightfastness, Quinacridone Red is often used as a substitute for alizarin madder or carmine lacquers, but the pigment is clearly more bluish. This effect is more pronounced in glazes than in thicker paint coats. White blends with titanium white are more brilliant and achieve better fastness than the pure pigment. All synthetic-organic pigments can be rubbed on very well in oil, but the use of a fast-drying oil is recommended. When processing into watercolor, gouache, acrylic paint, the pigment should be carefully rubbed.

Technical data:

Density: 1.47 g/cm<sup>3</sup>

Specific surface area: 90 m<sup>2</sup>/g

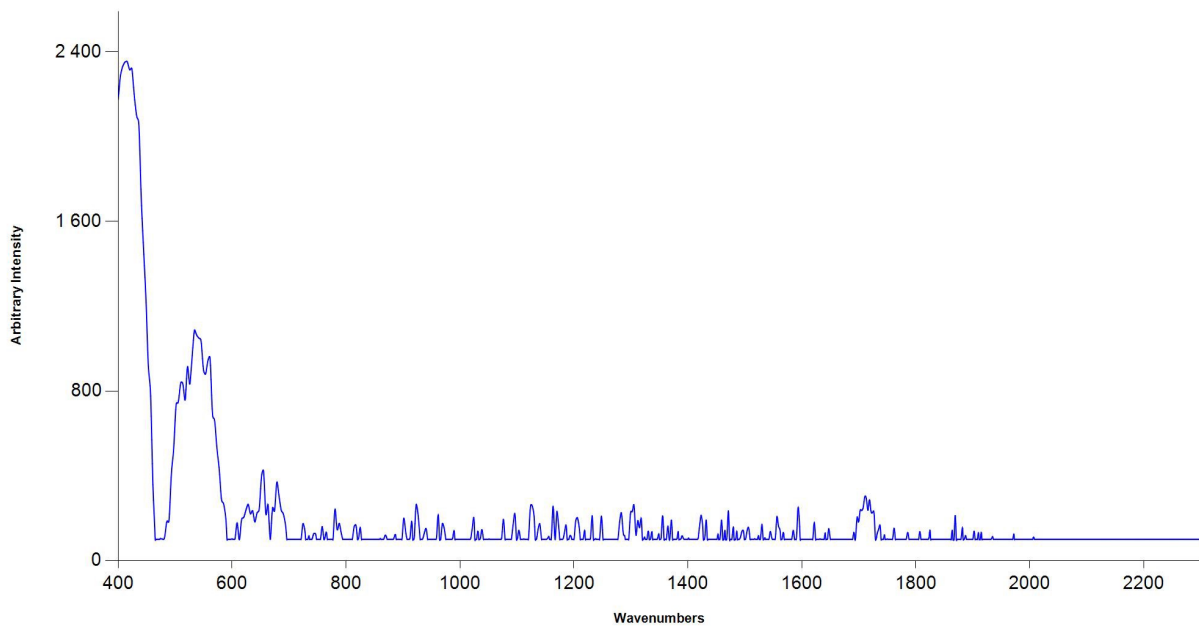
Average particle size: 65 nm

Oil absorption: 82 ml/100 g

Heat resistance: 200°C

Light fastness: 6-7

Raman-Spektrum von 23720:  
(Quelle: MR PHSG, 2017)



— Sample Spectrum