

Iron Oxide Red 110M

Version 2026-10-22b · Revision 2026-10-22

C.I. Name	Pigment Red 101	C.I. No.	77491
CAS No.	1309-37-1	Chemical Group	Modified synthetic iron oxide

Product Description

Iron Oxide Red 110M is a yellowish shade micronized red iron oxide pigment. The pigment particles are micronized for superior dispersibility. It does not migrate and is very lightfast and weather stable suitable for the coloring of plastics, masterbatches, fibers, wood plastic composites, as well as coatings and construction applications.

Physical Data

Density (g/cm ³)	5
Form of supply	Red Powder
Oil absorption (g/100 g)	20.0—30.0
pH value	4.0—7.0
Heat stability	≤400°C / ≤752°F
Content (%)	≥ 99.0
Water solubility (g/L)	≤ 0.5
Water-soluble matter	≤0.50 % [m/m]
Mesh residue	≤0.0020% (0.045 mm Mesh)
Volatile matter	≤1.0 % (105°C)

Applications

Coatings	Plastics	Inks
Automotive Coating ●	PVC ●	Offset —
Industrial Coating ●	PE/PP/PO ●	Solvent based —
Decorative Coating ●	ABS ●	Water based —
Coil Coating ●	PS ●	UV / EB —
Wood Coating ○	PA ○	Inkjet —
Powder Coating ●	Rubber ○	Acrylic —

● Recommended ○ Limited suitability — Not recommended

Other Characteristics

Colored Plastics	●
Masterbatches	●
Plastic & Polymers	●
Wood Plastic Composites	●
Roof tile Coating	●
PVDF / Fluorocarbon Coating	●
Ceramic / Engobes	●

All the information above is based on data obtained at laboratory and is not to be used for certifying the suitability of the product. Users are advised to test the product in their own system before purchase.

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Asphalt / Bricks	•
Concrete Masonry Blocks	•
Concrete Roofing Tiles/Felts	•
Fiber Cement	•
Paving Stones / Plaster	•
Noise Barriers	•

Product Specification

Test Property	Specification	Test Method
ΔE	≤ 0.80	

Packaging, Shipping & Storage

Iron Oxide Red 110M is supplied as red powder. The product is packed in 25 kg paper bag and shipped on pallets of 500 kg. Store in a dry place and avoid extreme fluctuation in temperature. Close bag after use to avoid the absorption of moisture and contamination.

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