



**PIGMA**<sup>®</sup>  
COLOR TECHNOLOGIES

The Magic is in the Ink<sup>™</sup>





# The Magic is in the Ink

Sakura Color Products Corporation – makers of

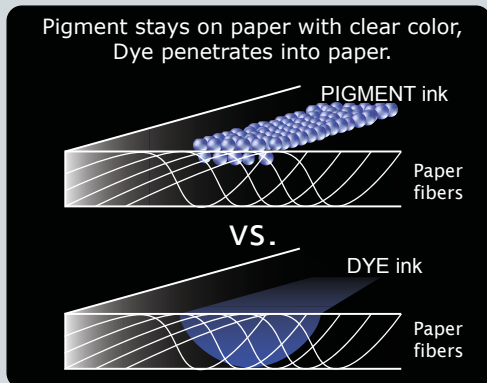
## A Primer on Pigma Ink Technology

### Pigment Based vs. Dye Based

In the early 80's, Sakura found a need to develop writing instruments using superior pigment based inks, in itself a much more stable ink compared to dye based, which is what was being used in most pens at the time. The pigment molecules, being 100 times bigger and chemically more complex than dye molecules, are inherently longer lasting; therefore less susceptible to UV rays, chemical degradation, pollution from contact with oils and other chemicals on papers, etc.

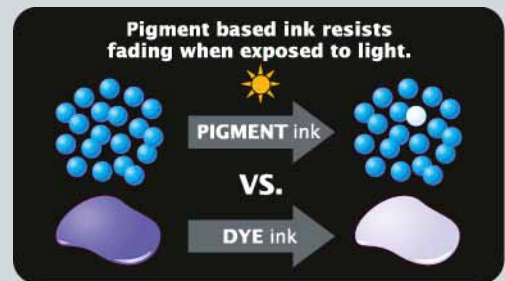


Sakura scientists invented the first pigment based ink.



Formulating a practical application for these larger pigment particles, however, was the obstacle that the researchers at

Sakura had to overcome. Once the process was discovered how to reduce these particles to submicron size (1/25,000 of an inch), which allowed the ink to flow evenly through even the narrowest of pen nibs, PIGMA ink technology was created.



Research & Development helped to create the perfect ink.

Sakura then further developed their ink to be technologically superior to others; single color pigments are used to eliminate pigment separation, which translates to less fading and changing of color. The ink dries to a neutral pH, neither acidic nor alkaline, which protects the paper or material it is being used on. Resins are added to make it waterproof, making it universally compatible with other media such as watercolors, oils, acrylic paints, etc. The micron particles are small enough to remain stable within its water-based solvent, which promotes color shade consistency and smooth ink flow.

**PIGMA**® ink, invented by Sakura over 25 years ago, continues to be the most reliable permanent ink on the market today. PIGMA easily outlasts and out-performs competitors which have tried to duplicate this ink technology. Having such a long history with this specialized ink, Sakura has been able to constantly improve on their formula

resulting in the smoothest flow, the most pleasant colors, stable pigments, and practical writing instruments. PIGMA has become the standard for what is defined as permanent ink, relied upon by those whose jobs depend on records that stand the test of time. The properties of PIGMA ink create magic on paper for millions of users.



world class writing instruments and artist materials since 1921. [www.sakuraofamerica.com](http://www.sakuraofamerica.com)

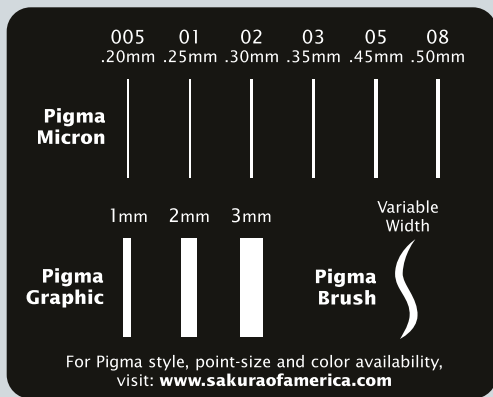


## Widest Usage in the Market

Originally invented as a drafting tool, PIGMA ink is now used in a variety of applications and has numerous pen styles, colors and nib sizes. Whenever users value quality ink and preservation, PIGMA is the ink of choice.



Archival quality ink stands the test of time.



**PIGMA Micron** pens come in 6 point sizes to create precise lines. For work or for play, PIGMA Micron pens are loyally used by designers, scientists, archivists, architects, manga artists, cartoonists, illustrators, scrapbookers and craft hobbyists. Whether signing a contract or check, PIGMA ink provides a safe, permanent record.

**PIGMA Brush** pens have soft, brush tips for variable line widths that can be used for illustration, calligraphy, freehand graphics, rubber stamp art, decorative fabric art, hand written awards and certificates or for embellishing text.

**PIGMA Graphic** pens have specialized, bullet and chiseled nibs for bold drawing applications such as graphic artwork, manga and cartoon illustrating, scrapbook art, tole painting, mapping or sketching.



Pigma products come in 35+ options.



L to R:  
Pigma Graphic,  
Pigma Brush  
and Pigma Micron pens



# Illustration



# Line Art



# Zentangle®



# Scrapbooking



# Quilt Embellishment



# Fine Art

# Cartooning & Manga

## The Power to Express™

We're proud to have contributed to the creativity of so many artists who have used our products for so many years, and who have entrusted their priceless works to PIGMA archival ink technology. To view more fine examples, please visit our website.

Credits (Clockwise): A. Greg Hanlon B. Brian Buck C. Maelynn Cheung D. Melissa Schatzmann  
E. Phuong-Mai Bui-Quang F. Elly Sienkiewicz G. Maria Thomas H. Shawn Paul Martin

