



Date: 28th July 2017.

FOOD COLORS IN FERTILIZER INDUSTRY.

1) Why fertilizer companies are using colors for fertilizer?

- a) Colors do not have any nutritional effect and it does not have any role in growth and development of plant. Fertilizers Companies use colors to differentiate their products.
- b) Some leading companies in this industry have been using colors for a long time so they became market oriented. Other smaller companies want to imitate their products.

2) What colors are the most popularly used?

- a) Inorganic colors are the biggest consumed.
- b) Currently Organic colors are being used and this trend is also increasing.
- c) Industrial colors take great part but food colors are currently being preferred and its trend is increasing.

3) Why people use organic colors?

- a) Because of color diversify. Organic colors are diversified in shade especially blended colors.

4) Why people think about food colors?

- a) They can use lower dosage which helps to reduce dust in factory.
- b) Food colors are safer so it is environment friendly and does not spread pollution.

5) What kinds of Fertilizers are popularly being colored?

- a) Nitrogenous fertilizer: Yellow, Blue, Green, Pink, Violet
- b) NPK (nitrogen + phosphorus + potassium) fertilizer: Yellow, Green (various shade), Blue, Red, Black.

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Neelikon Food Dyes & Chemicals Ltd.

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CIN No. U15100MH1994PLC077761



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6) How Fertilizers companies use colors?

- a) With nitrogenous fertilizer: Colors are dissolved in some solvent (anticaking agent, coating agent, growth promoter agent, trace element, controlled released agent). The liquid of the same is used to cover the fertilizer particle.
- b) With NPK fertilizer: Colors are used in two ways:
 - i) Fertilizer manufacturers blend colors with other ingredients (normally to help color perfectly mixed. They mix color with around 50 kgs other ingredients at first, then mix the mixture with the rest of production batch. Materials (with color inside) will be moisturized to activate color perfectly before formulating particle and drying.
 - ii) The same as with nitrogenous fertilizer.

7) What colors are the most popular used in fertilizer?

- a) Water soluble colors with red, blue, green, brown, black, yellow, violet shade

8) What Neelikon colors can be used for fertilizer :

All Water Soluble Food grade colors. Below products are majorly used.

- a) Neelicol Pea Green.
- b) Neelicol Brilliant Blue FCF
- c) Lavanya Freesia
- d) Neelicol Tartrazine
- e) Neelicol Carmoisine
- f) Neelicol Brown HT
- g) Neelicol Ponceau 4R

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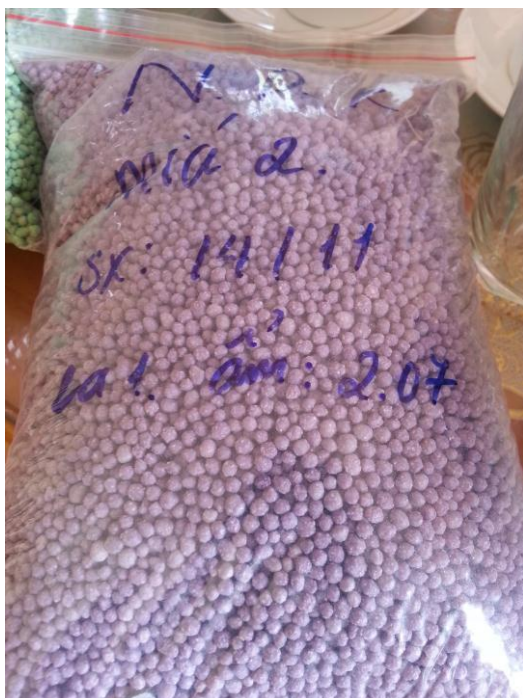
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9) Some pictures of Colored Fertilizers for reference :



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