

they are used for the following purposes:—

- (a) To control the colour strength of inks. There are definite lower limits to the film weight which a printer can use on a given paper and still get good covering. It would be impracticable for example to attempt to get a flesh-pink by printing a thin film of a red. Nor can the desired result be achieved by diluting the ink with varnish, because this would make the ink much too thin and fluid to print properly. What is needed, therefore, is a substance which acts like a pigment, as far as consistency is concerned, but does not contribute to the colour. An extender is such a material.
- (b) To assist the printing of pigments which do not "work well," that is, do not themselves make inks of satisfactory consistency, although they may be excellent pigments in other respects.
- (c) To reduce the cost of inks.