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(54) Title: DURABLE PIGMENTS FOR PLASTICS (57) Abstract Improved alumina-coated inorganic pigments having a first coating of boehmite alumina, a second coating of amorphous alumina, and a third coating of boehmite alumina which exhibit good durability, dispersibility, and optical properties in plastic compositions are disclosed. Also disclosed is a process whereby an aqueous slurry of an alumina-containing inorganic pigment is milled to achieve a particular particle size distribution, a first coating of boehmite alumina is precipitated onto the pigment material within a first pH range, a second amount of an alumina coating agent is added to the aqueous slurry within a second pH range to obtain a second coating of amorphous alumina over the first boehmite alumina coating, and then the pH of the slurry is adjusted to a third pH range thus forming a third boehmite alumina coating over the second amorphous alumina coating.		