

Special Effect Pigments

EMD
Electronics

**NEW
INNOVATIONS.
NEW
POSSIBILITIES.**



The automotive, manufacturing and cosmetic industries are constantly looking for **new effects and new ways** to create more eye-catching products. To be successful, they need to understand and anticipate or even **set market trends with innovative market-leading products.**

Making the world **MORE BEAUTIFUL**

As leaders in our field, we are ideally positioned to help customers looking for unique solutions. Together, we can explore new possibilities with effects that have never been achieved before. **Using decades of experience and excellence in the innovation** of color effect pigments, we are pushing the limits of science to create new solutions. This **sets us apart from the competition** and helps our customers see things differently and make the most of new opportunities.

FOCUS FOR OUR SUCCESS

Meeting the needs of our customers is a crucial

We are committed to offering **innovative products** backed by excellent support and specialist expertise. We don't rely on experience alone. Our dedication to research and development backed by advanced analytics leaves us with market leading insights that help to **keep our customers ahead of the curve**.

Xirallic®, Xirona® and Colorstream® brands are just three examples of product innovations from our ranges for automotive coatings and color cosmetics. They have generated exceptional customer demand by not only being **perfectly on trend** but also demonstrating our highest level of expertise.

All this is only made possible by the extraordinary customer commitment and collaborative teamwork of our people. With relentless curiosity,

We bring vibrancy and innovative expression to

MAKING THE WORLD MORE BEAUTIFUL

