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## News Release

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### **When coatings began to shine Book presents a journey through time – Partnership between Merck KGaA, Darmstadt, Germany, and Rainer Buchmann**

Darmstadt, Germany, September 16, 2014 – A journey through time is reflected in the recently published book "bb Rainer Buchmann". It was written by Gerold Lingnau, the former editorial director of the technology and automotive section of the Frankfurter Allgemeine Zeitung. As "the" car tuner of Germany, Buchmann and his Frankfurt-based automobile company "bb" made headlines in the automotive industry in the 1980s. Merck KGaA, Darmstadt, Germany, played a role with its pigments for automotive coatings.

Buchmann created legendary models such as the "rainbow" Porsche and the super sportscar bb Mercedes CW 311. He proved to be a pioneer, who for instance developed the first computer-controlled cockpit information system.

The book devotes an entire chapter entitled "A shining partnership: Merck KGaA, Darmstadt, Germany, and bb" to the cooperation between Buchmann and Merck KGaA, Darmstadt, Germany. In 1978, Buchmann sought contact to Merck KGaA, Darmstadt, Germany. He did so for good reason since Merck KGaA, Darmstadt, Germany, had already been known for many years as a pigments specialist. Pigments are those particles that lend the desired shade to an automotive coating, which are actually colorless. In the 1960s, pigments were developed that rendered a metallic shine to the coating, A decade later, the pearl-luster pigment Iriodin® from Merck KGaA, Darmstadt, Germany, was a further innovation.



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### Entirely in white

The Merck KGaA, Darmstadt, Germany, experts and Buchmann thus agreed to give the bb Mercedes CW 311 a white Iriodin® coating and to use the car with its futuristic design as an advertising medium for the pigment. Lingnau wrote the following: "Research and development experts from Merck KGaA, Darmstadt, Germany, were responsible for this special feature, that of pearl-luster pigments."

The goal was to attract the attention of the automotive industry to the new generation of pigments. Ten Volkswagen Golf cars soon featured the Iriodin® coating, later on Japanese manufacturers also took a liking to Iriodin®.

Iriodin® pigments eventually established themselves. Today, products from this family are still part of the Merck KGaA, Darmstadt, Germany, range, which has been steadily expanded. In the 1990s, the Xirallic® pigment family emerged. The latest addition to the effect pigment range is Meoxal®, which captivates with its excellent color saturation and exceptional brilliance.

To mark its comeback, bb is presenting in the classic car capital of Frankfurt am Main, Germany, the new bb Moonracer, a Porsche Turbo Targa with an unusual color scheme based on Xirallic® pigments.

Photographs can be seen at [www.bb-frankfurt.com](http://www.bb-frankfurt.com)

### Information about the book (available in German only):

Gerold Lingnau: "bb Rainer Buchmann - Innovation-Design-Emotion"

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### **About Merck KGaA, Darmstadt, Germany**

Merck KGaA of Darmstadt, Germany, is a leading company for innovative and top-quality high-tech products in the pharmaceutical and chemical sectors. Its subsidiaries in Canada and the United States operate under the umbrella brand EMD. Around 39,000 employees work in 66 countries to improve the quality of life for patients,



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to further the success of customers and to help meet global challenges. The company generated total revenues of € 11.1 billion in 2013 with its four divisions: Biopharmaceuticals, Consumer Health, Performance Materials and Life Science Tools. Merck KGaA of Darmstadt, Germany is the world's oldest pharmaceutical and chemical company – since 1668, the name has stood for innovation, business success and responsible entrepreneurship. Holding an approximately 70 percent interest, the founding family remains the majority owner of the company to this day.