

News Release

Your Contact

andreas.schwab@emdgroup.com

Phone: +49 151 1454-5573

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Merck KGaA, Darmstadt, Germany, at the European Coatings Show 2023 in Nuremberg

- **Presentation of a new Colorstream® Mineral Red effect pigment**
- **New color trend in the coatings industry: bluish shades with red styling**
- **Viewing angle-dependent shade variations complement sparkle and shine effects**

Darmstadt, Germany, March 22, 2023 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, will present novel products and innovative ideas for the paint and coatings industry at the European Coatings Show 2023 in Nuremberg, Germany. From March 28 to 30, visitors can experience the latest pigment development from Merck KGaA, Darmstadt, Germany, in the blueish-red color gamut at the company's exhibition stand. This development enables Surface Solutions to expand its color palette with its new Colorstream® F20-52 SW Mineral Red pigment into a more blueish red range while maintaining all the positive product properties that the Colorstream® Lava Red pigment is already known for.

"Our new bluish-red Colorstream pigment radiates luxury and reflects the latest styling trends. A color that makes the difference – an intense red with exceptional hiding power that maintains its red color from all viewing angles. This allows us to offer our customers further differentiation possibilities when it comes to selecting colors for cars and other applications," said Jeff White, Head of Surface Solutions.

The new silica pigment enlarges the red color gamut product range of Surface Solutions. Like all pigments in the Colorstream® portfolio, it is suitable for exterior and interior coatings, also in combination with other color and effect pigments. It guarantees a long-lasting, intense red in a variety of application areas and can be



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used in both liquid systems and powder coatings. Red is an important color gamut for automotive coatings with high pigment concentrations and brilliant styling. With further products such as Xirallic® Cougar and Radiant Red, Meoxal® Victoria and Atacama Red, Merck KGaA, Darmstadt, Germany, has a broad portfolio of red pigments.

At the European Coatings Show, the company will be exhibiting products that demonstrate the tremendous color diversity of coatings, made possible by the use of pigments that change color depending on the viewing angle. These nuanced shade changes are increasingly being used, especially in the automotive market. The European Coatings Show represents the first opportunity for face-to-face interaction and expert exchange in this global sector since the Covid-19 pandemic.

Surface Solutions is one of the world's leading suppliers of effect pigments for the coatings, plastics, printing, cosmetics, food, and pharmaceutical industries. Effect pigments underscore the emotional impact of color and are an important design element when creating surfaces with special effects or qualities. Application possibilities range from cars and packaging to high-tech products and even building facades. Apart from decorative effect pigments, Surface Solutions also offers pigments for functional applications, for instance heat-reflecting or counterfeit-proof pigments. For the cosmetics industry, Surface Solutions offers effect pigments for color cosmetics as well as a broad range of active substances used in skincare cosmetics, such as insect repellents or actives to protect the skin against UV radiation and premature aging.

Visitors to the European Coatings Show 2023 in Nuremberg can find out more about new products and innovative ideas for the paint and coatings industry from Merck KGaA, Darmstadt, Germany, in Hall 4A, Stand No. 121. Further information can be found here: <https://www.emdgroup.com/en/expertise/surface-solutions.html>.

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Merck KGaA, Darmstadt, Germany, a leading science and technology company, operates across life

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science, healthcare and electronics. More than 64,000 employees work to make a positive difference to millions of people's lives every day by creating more joyful and sustainable ways to live. From providing products and services that accelerate drug development and manufacturing as well as discovering unique ways to treat the most challenging diseases to enabling the intelligence of devices – the company is everywhere. In 2022, Merck KGaA, Darmstadt, Germany, generated sales of € 22.2 billion in 66 countries.

The company holds the global rights to the name and trademark "Merck" internationally. The only exceptions are the United States and Canada, where the business sectors of Merck KGaA, Darmstadt, Germany, operate as MilliporeSigma in life science, EMD Serono in healthcare and EMD Electronics in electronics. Since its founding in 1668, scientific exploration and responsible entrepreneurship have been key to the company's technological and scientific advances. To this day, the founding family remains the majority owner of the publicly listed company.