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## News Release

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### **Meoxal® Atacama Red completes Desert Colors line of aluminum pigments of Merck KGaA, Darmstadt, Germany**

- **Color-intensive red for high-end applications**
- **Strong brilliance with outstanding saturation**
- **Market launch at the American Coatings Show**

Darmstadt, April 7, 2014 – With the market launch of Meoxal® Atacama Red, Merck KGaA, Darmstadt, Germany is complementing its Meoxal® line of pigments named after deserts. Following Meoxal® Wahiba Orange and Meoxal® Taklamakan Gold, the red is the third aluminum-based effect pigment in the series. Meoxal® Atacama Red stands out due to its color intensity, high saturation and brilliance. The new pigment family was developed primarily for automotive coatings, as well as for many further exterior applications and plastic coatings. "We are proud to have successfully launched first colors in the new Meoxal® family of products, an innovation from our own research labs," said Inese Lowenstein, Head of the Business Unit Pigments & Cosmetics. "The positive feedback from our first customers makes us very optimistic. Apart from color brilliance, customers really appreciate the fact that Meoxal® is very easy to use in their own processes."

#### **Optical brilliance coupled with ideal technical properties**

Meoxal® Atacama Red is named after the Chilean Atacama desert, which is famous for its red sands. Inspired by this unique landscape, the brilliance and elegance of this new effect pigment are captivating. The shade is warm and rich and it stands out due to its high color

#### **Merck KGaA**

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purity, which results from a specific metal oxide coating. Even in low concentrations, Meoxal® exhibits intensive color strength.

To achieve these optimum coloristic and technical properties, Merck KGaA, Darmstadt, Germany, has developed a pigment technology that combines well-established and new processes. Fine and homogeneous, Meoxal® has a small particle size distribution. Not only the color brilliance, but also the technical properties of Meoxal® Atacama Red are of particular relevance to customers. Like all Meoxal® products, the new red pigment also undergoes a special carbitol and weather (CWT) surface treatment. This treatment gives the pigments tremendous stability and optimizes them for high-end exterior applications, for instance in automotive and plastic coatings. A further advantage for customers is that Meoxal® is easy to use in water-borne coating systems since usually no additional passivation is needed. All Meoxal® products are supplied as pastes. These pastes not only increase safety when handling metallic pigments, they also improve their long-term stability. Based on intensive stability tests the guaranteed shelf-life of the first two Meoxal® products, Wahiba Orange and Taklamakan Gold, has been extended from one to a minimum of two years.

At the American Coatings Show from April 8 to 10, 2014 in Atlanta, Merck KGaA, Darmstadt, Germany, – under the brand of EMD Chemicals – will be showing numerous demo tools to prove the diversity of attractive color shades that Meoxal® effect pigments can be used to create.

Visitors to the American Coatings Show 2014 can find out more about Meoxal® at the booth 1549 of EMD Chemicals.



You can order photo material in this press release by simply sending an e-mail to [pm\\_communications@emdgroup.com](mailto:pm_communications@emdgroup.com).



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Merck KGaA, Darmstadt, Germany, is one of the world's leading suppliers of effect pigments for the coatings, plastics, printing, cosmetic, food and pharmaceutical industries. Effect pigments underscore the emotional impact of color and are an important design element when creating surfaces with special impressions or qualities. Application possibilities range from cars to packaging and high-tech products up to building facades. In addition to decorative effect pigments, Merck KGaA, Darmstadt, Germany, offers pigments that also have functional applications such as heat-reflecting or anti-counterfeiting pigments. For the cosmetic industry Merck KGaA, Darmstadt, Germany, offers effect pigments for color cosmetics as well as a wide range of active ingredients used in skin care cosmetics, e.g. insect repellents or ingredients against UV radiation and premature aging. You can find more information on our products at our [Website](#).

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### **About Merck KGaA, Darmstadt, Germany and EMD Chemicals**

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 38,000 employees work in 66 countries to improve the quality of life for patients, 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.

EMD Chemicals is a North American subsidiary of Merck KGaA of Darmstadt, Germany. Worldwide there are two separate companies that bear the name “Merck”, the original Merck KGaA from Darmstadt, Germany, the oldest pharmaceutical and chemical company in the world, and the pharmaceutical company Merck & Co. in the United States. The rights to the name and trademark MERCK in North America (USA and Canada) lie with Merck & Co., the former U.S. subsidiary of Merck KGaA, Darmstadt, Germany, whereas Merck KGaA, Darmstadt, Germany, operates in North America under the umbrella brand EMD and EMD Chemicals. In the rest of the world, Merck KGaA, Darmstadt, Germany, owns the rights to the Merck name and trademark. This press release was distributed by Merck KGaA, Darmstadt, Germany.