



Your Contact

Judith Rahner
Phone +49 6151 72-7694

News Release

March 21, 2014

Merck KGaA, Darmstadt, Germany, consolidates its position as leading manufacturer of pigments with Xirallic® NXT

- **Merck KGaA, Darmstadt, Germany, brings a new generation of its acclaimed, color-intensive aluminum oxide-based Xirallic® pigments to market**
- **Xirallic® production is now firmly established at two sites – in Japan and in Germany**
- **The first new product, Xirallic® NXT Panthera Silver, will be launched at the American Coatings Show in Atlanta**

Darmstadt, March 21, 2014 – Merck KGaA, Darmstadt, Germany, is set to launch Xirallic® NXT, one of a new generation of its acclaimed hi-tech effect pigments, at the beginning of April. For many years, Merck KGaA, Darmstadt, Germany, has maintained a position as market leader in pearlescent pigments. This is largely due to Xirallic®, the brand predominantly used in automotive finishes. Since it first started manufacturing Xirallic® in 2000, Merck KGaA, Darmstadt, Germany, is the only company to deliver this specific, aluminum oxide-based technology. The new patented products in this range, like the existing ones, provide customers with an extra-special sparkle effect, superb styling potential and consistent quality.

“Xirallic continues to be the gold standard for eye-catching automotive finishes. The new generation of Xirallic pigments caters to our customers' demanding styling requirements. The automotive market continues to grow and we intend to tap its enormous potential with our top-quality, highly reliable effect pigments,” says Inese Lowenstein, Head of the

Page 1 of 3

Merck KGaA

Group Communications Performance Materials
Frankfurter Strasse 250
64293 Darmstadt
www.emdgroup.com

Phone: +49 6151 72-7694
Fax: +49 6151 72-917694
E-mail: pm_communications@emdgroup.com
www.emd-pm.com



News Release

Pigments & Cosmetics Business Unit.

Two new Color options for 2014

Xirallic® NXT Panthera Silver will be presented to the market for the first time at the American Coatings Show in Atlanta at the beginning of April. The first product in the new generation, which is named and styled after wild cats, is a dark grey. This option can be used to create a bluish metallic look and impresses with its vibrant sparkle combined with a pronounced shimmer. The clear, profound effect is eminently suitable for achromatic finishes such as noble black and grey tones as well as for metallic designs. The principal market is the automobile market, although exciting effects can also be achieved on plastics and industrial coatings as well as in wood treatments and leather finishes. A further color option in the Xirallic® NXT product line will follow before the end of 2014. More are being planned for the future.

Expansion of production capacity through new facilities

Production of the Xirallic® product line now takes place at two company sites – in Onahama (Japan) and in Gernsheim (Germany). In Gernsheim, Merck KGaA, Darmstadt, Germany, has enlarged its Xirallic® technical facilities with investments to date of around EUR 10 million. The two large-volume pigments Xirallic® Radiant Red and Xirallic® Galaxy Blue are already in production at the Gernsheim site. Newly launched Xirallic® NXT Panthera Silver is also being produced there.

Special technical features of Xirallic® pigments

Xirallic® pigments are aluminum oxide-based. A modern crystallization process enables aluminum oxide flakes to be produced with perfectly planar surfaces and a tight particle size distribution. The substrate is coated with high-refractive-index metal oxides. Xirallic® exhibits a very strong sparkle effect with a pronounced shimmer. Xirallic® pigments are characterized by their powerful and extremely pure interference colors. The effect is intensified by directional light such as sunlight.



News Release

Visitors to Stand 1549 at the American Coatings Show from April 8 to 10, 2014 in Atlanta can discover more about Xirallic® NXT.



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 www.emd-performance-materials.com.

All Merck KGaA, Darmstadt, Germany, Press Releases are distributed by e-mail at the same time they become available on the EMD Group Website. In case you are a resident of the USA or Canada please go to www.emdgroup.com/subscribe to register again for your online subscription of this service as our newly introduced geo-targeting requires new links in the e-mail. You may later change your selection or discontinue this service.

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, 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.