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April 15, 2015

“Living Innovation”: Merck KGaA, Darmstadt, Germany, at the European Coatings Show 2015

- **Irresistible color saturation: Xirallic® NXT Leonis Gold**
- **Global Automotive Color Inspirations for automotive interiors and exteriors**
- **Suprima®: quality brand for high-quality pigments**
- **Tivida® FL 2500 performs well on difficult surfaces**
- **Red Emotions with innovative red pigments**

Darmstadt, Germany, April 15, 2015 – Merck KGaA, Darmstadt, Germany will present new pigments and innovative concepts for the paint and coatings industry at the European Coatings Show 2015. From April 21 to 23 in Nuremberg, Germany, our customers can experience new effects and materials presented under the theme “Living Innovation” based on many exhibits and demo tools. The main focus will be on the automotive sector, as illustrated by the sports car displayed as a spectacular eye-catcher at the two-story stand.

Unparalleled color saturation: Xirallic® NXT Leonis Gold

The European Coatings Show will witness the global market launch of Xirallic® NXT Leonis Gold – a gold tone with incomparable color saturation, clarity and depth. It is the first body-colored gold pigment in the Xirallic® product range and, after Panthera Silver, the second color in the new NXT series. With their names and appearance, the pigments evoke the irresistible fascination and presence of big cats. The newcomer Xirallic® NXT Leonis Gold captivates with its exciting interplay of color and sparkle. It is particularly suitable for

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automotive coatings in brown, orange, green or black tones. The second effect pigment of the new generation also lends that certain something to plastics, wood or leather products as well as to architectural applications. At the European Coatings Show, we will show the fascinating effect not only of this pigment innovation, but also of Xirallic® NXT Panthera Silver, which was used to coat the oak floor spanning the entire stand. Visitors will also be given a look into the future: Xirallic® NXT Tigris Blue, the third pigment in the NXT series, is expected to be launched in autumn.

A look into the automotive future

Which color trends will drivers of tomorrow prefer? Our experts for the future see five trends for automotive exteriors: The circle, the curve, the square, the line and the heart could adorn the more attractively designed car. They highlight the driver and display character with strong colors and balanced effect coatings in a world of stylish beauty in which customers favor a more elegant, sophisticated exterior appearance of a surface effect.

With the coatings experts from Mankiewicz Gebr. & Co., we have looked into the crystal ball and developed inspirations for future color trends of the interior: the Global Color Inspirations for automotive interiors. The themes “Jumble”, “Offline” and “Seriously?” show how matte to high-gloss finishes or soft-touch paints with and without effects with the Meoxal®, Xirallic®, Colorstream® and Iriodin® color palettes create pleasant spaces for drivers and passengers to retreat.

Suprima®: pigment quality in a new dimension

Suprima® is the new, innovative quality brand from Merck KGaA, Darmstadt, Germany. With its products, it offers a new quality concept in the documentation of pigments for high-quality coatings. Especially the automotive industry benefits from the comprehensive dossier for selected pigments: A wealth of product-specific data, regulatory information and certificates in a compact form offer customers optimal support in the use of our pigments. The dossier also contains data that have not been previously disclosed to customers. Suprima® sets new quality standards in the coatings industry.



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Tivida® FL launch

Tivida® FL products are the innovative fluorosurfactants from Merck KGaA, Darmstadt, Germany – and the proof that environmental compatibility and effectiveness are not mutually exclusive. Thanks to their short-chain, branched structure, they do not accumulate in humans or animals and yet are just as effective as their banned, long-chain predecessors. At the European Coatings Show, we will present the latest addition to the product range: Tivida® FL 2500 for water- and solvent-born coating systems. It reduces the surface tension to extremely low values and performs at its best on problematic hard-to-wet surfaces. Even the lowest application concentrations remedy wetting and flow problems very efficiently.

Untouchable beautiful coatings with polysilazanes

Two new product groups of functional additives for the coatings industry are the ideal complement to the our program for permanently attractive and resistant surfaces: Durazane™ and tutoProm™ were added to the portfolio as part of the integration of AZ Electronic Materials. The organic and inorganic polymers marketed under the Durazane™ brand name are used in coating systems. The tutoProm™ coatings are ready-to-use coating formulations for very smooth surfaces. After curing, the organic and inorganic polysilazane polymers form a planarizing and highly impermeable glass-like layer only a few micrometers thick. The layer provides two benefits: It protects against graffiti, corrosion and scratches and freshens up older, weathered coatings. At the European Coatings Show, we will demonstrate how the new additions Durazane™ and tutoProm™ protect and significantly enhance a wide variety of surfaces.

Pure emotion: bright red

Red is the color of passion and a vibrant life. Red catches the eye and makes the difference. The latest effect pigments, Meoxal® Atacama Red and Colorstream® Lava Red, complete the toolbox of our red tones. With its color-intensive brilliance, Meoxal® Atacama Red is reminiscent of the Chilean desert in the rain shadow of the Andes Mountains. Colorstream® Lava Red does justice to its volcanic name and surprises with its striking energetic color and unfathomably intense luster. The overall Red Emotions concept is dedicated to this



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fascinating color in particular: It describes how meaning and shades change over the course of a lifetime.

“Living Innovation” live

All theory is gray – customers who visit our stand at the European Coatings Show 2015 can see for themselves the effect of many innovations and tools. The centerpiece of the presentation is a BMW i8 in elegant Sophisto Grey brilliant effect; the coating’s luster is based on Xirallic® Crystal Silver. In addition to the elegant wood floor, which obtains its impressive appearance from Xirallic® NXT Panthera Silver, facade panels also demonstrate the irresistible effect of the new Xirallic® NXT series: The panels are powder-coated with Xirallic® NXT Leonis Gold and Xirallic® NXT Panthera Silver. “Living Innovation – live”.

Visitors to the European Coatings Show 2015 in Nuremberg from April 21 to 23, 2015, will find us in **Hall 1 at Stand 1-614**.

In addition, visitors interested in learning more can attend the following presentations held by Merck KGaA, Darmstadt, Germany:

- Branched Short-Chain Fluorosurfactants // Dr. Reiner Friedrich, Merck KGaA, Darmstadt, Germany // April 20, 2015 // 10:30 – 11:00 a.m. (European Coatings Congress)
- What is Necessary to Know About Pigments and Coatings to Compose a 'Sparkling' Visual Texture // Dr. Kirsten Fritsche, Merck KGaA, Darmstadt, Germany // April 20, 2015 // 11:00 – 11:30 a.m. (European Coatings Congress)
- Color Trends // Trend scout Filip Roscam // April 21, 2015 // 2:30 – 3:30 p.m. (Merck KGaA, Darmstadt, Germany, Stand, VIP room)
- Color Trends // Trend scout Filip Roscam // April 22, 2015 // 10:30 – 11:30 a.m. (Merck KGaA, Darmstadt, Germany, Stand, VIP room)
- Tivida® FL – Branched Fluorosurfactants for Improved Balance of Performance and Environmental Impact // Elisabeth Höner, Merck KGaA, Darmstadt, Germany // April



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21, 2015, 2:10 – 2:30 p.m. // April 22, 2015, 1:30 – 1:50 p.m. // April 23, 2015, 10:30 – 10:50 a.m. (Hall 1, Stand 1-131, Product Presentations)

- Xirallic® Next Generation // Michael Jungnitz, Merck KGaA, Darmstadt, Germany // April 22, 2015 // 10:30 – 10:50 a.m. (Hall 1, Stand 1-131, Product Presentations) and 3:30 – 3:50 p.m. (Hall 5, Stand 5-353, Product Presentations)

More information on the products can be found at www.emd4coatings.com

Effect pigments from Merck KGaA, Darmstadt, Germany: 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, we offer pigments that also have functional applications such as heat-reflecting or anti-counterfeiting pigments.

Merck KGaA of Darmstadt, Germany, is a leading company for innovative and top-quality high-tech products in healthcare, life science and performance materials. The company has six businesses – Biopharmaceuticals, Consumer Health, Allergopharma, Biosimilars, Life Science and Performance Materials – and generated sales of € 11.3 billion in 2014. Around 39,000 employees work in 66 countries to improve the quality of life for patients, to foster the success of customers and to help meet global challenges. Merck KGaA, Darmstadt, Germany, is the world's oldest pharmaceutical and chemical company – since 1668, the company has stood for innovation, business success and responsible entrepreneurship. Holding an approximately 70% interest, the founding family remains the majority owner of the company to this day. Merck KGaA, Darmstadt, Germany holds the global rights to the Merck name and brand. The only exceptions are Canada and the United States, where the company operates as EMD Serono, EMD Millipore and EMD Performance Materials.

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