

News Release

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Miraval® Cosmic Bronze – The Second Effect Pigment in the New Product Series from Merck KGaA, Darmstadt, Germany

- **Intense brilliance for exceptional stylings**
- **Excellent coverage and color-intensive impact, even at low pigment concentrations**

Darmstadt, Germany, November 30, 2015 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, announced today that a new color pigment is now available. With Miraval® Cosmic Bronze the intergalactic journey of the innovative pigment series has reached the next dimension. Its powerful color tone has an intense brilliance. Like Miraval® Cosmic Gold, the first pigment in the new cosmic styling series, Miraval® Cosmic Bronze unfolds its strong covering power and high color intensity even in small amounts. Miraval® Cosmic Bronze thus makes attractive product designs with innovative bronze effects possible. During application, the interplay with pigment concentrations creates a multitude of color nuances.

The secret lies in its composition: Miraval® Cosmic Bronze consists of synthetic calcium aluminum borosilicate, like all Miraval® pigments. The extremely fine components are coated with multiple metal oxides that give the pigment its special shine. It reveals its cosmic beauty particularly against dark backgrounds.

Miraval® Cosmic Bronze is suited for plastics applications such as extrusion, extrusion blow molding, flat film extrusion or injection molding. It can also be used in a wide variety of printing processes such as flexographic, screen and gravure



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printing as well as over-print varnishing. The new addition to the Miraval® Cosmic series meet standard food packaging regulations.

In addition, it harmonizes with Ronastar® Copper Jewel, its coloristic counterpart from our effect pigment portfolio for the cosmetics industry, and resembles the bronze shades from the Candurin® range of colorants approved for food use. In line with the principle of "inside meets outside", this makes it possible to enhance products and their packaging through matching effects.

With the pigment series Miraval® Cosmic, brand identity is transformed into an extravagant brand experience. The interstellar journey to inspiring styling possibilities is by no means over with Miraval® Cosmic Bronze and Miraval® Cosmic Gold. In 2016, Miraval® Cosmic Silver will be launched to give products in powerful silver shades a radiant appearance.

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.

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