

News Release

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Digital Color Card App: Effect Pigments Go Digital

- **Interactive application shows realistic appearance of sparkling pigments**
- **Convenient source for inspiration and technical information**

Darmstadt, Germany, May 28, 2018 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, today presented a new Digital Color Card application for smart phones and tablets. It brings a realistic representation of the company's portfolio of coating effect pigments to the screen. The app is now available both for iOS and Android devices.

The application is unique in the industry and gives a realistic idea how the effect pigments appear in motion under direct light: Sensing the movement of the device, the app simulates the behavior of a real panel being tilted. This enables to inspect a pigment from different angles. Alternatively, it is possible to watch a video of the moving panel.

"Digitalization plays a vital role in Merck KGaA, Darmstadt, Germany's constant development, and the Digital Color Card is one more step in that direction" explains Friedhelm Felten, Head of the Surface Solutions Business at Merck KGaA, Darmstadt, Germany. The app's easy accessibility and availability at any time provides a new service experience for everyone working with the company's effect pigments or seeking new inspiration: "Coatings experts, designers or brand owners have now direct access to Merck KGaA, Darmstadt, Germany's extensive palette of effect pigments and can explore their possibilities", underlines Felten.



The Digital Color Card is useful for getting inspiration as well as for checking technical details. The app provides two ways to explore the portfolio: The Inspirational View gives a visual access to the wide range of colorful pigments. Another view provides more technical information on each pigment. In depth details with all the technical data are available on fact sheets. This makes the app the digital supplement for Merck KGaA, Darmstadt, Germany's existing color cards and a convenient resource both for designers and for more technically oriented users.

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About Merck KGaA, Darmstadt, Germany

Merck KGaA, Darmstadt, Germany, is a leading science and technology company in healthcare, life science and performance materials. Around 50,000 employees work to further develop technologies that improve and enhance life – from biopharmaceutical therapies to treat cancer or multiple sclerosis, cutting-edge systems for scientific research and production, to liquid crystals for smartphones and LCD televisions. In 2017, Merck KGaA, Darmstadt, Germany, generated sales of € 15.3 billion in 66 countries.

Founded in 1668, Merck KGaA, Darmstadt, Germany, is the world's oldest pharmaceutical and chemical company. The founding family remains the majority owner of the publicly listed corporate group. Merck KGaA, Darmstadt, Germany, holds the global rights to the „Merck“ name and brand. The only exceptions are the United States and Canada, where the company operates as EMD Serono, MilliporeSigma and EMD Performance Materials.