

News Release

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Inspiration and Innovation: Merck KGaA, Darmstadt, Germany presents at European Coatings Show 2019

- **New pigments bring stunning effects**
- **Exploring color and societal trends with inspirational tools “Bluetiful World” and “Life Connection”**
- **Tivida® FL fluorosurfactants provide eco-friendly solutions for flawless coatings**

Darmstadt, Germany, March 12, 2019 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, presents their latest concepts and innovative solutions for the coatings, printing and plastics industry at the European Coatings Show 2019 from March 19 to 21 in Nuremberg, Germany. True to the tag line “Always Curious”, visitors to the vibrant Merck KGaA, Darmstadt, Germany booth can explore the company’s extensive Surface Solutions portfolio with a rich variety of comprehensive demo tools and exhibits. With Meoxal® Victoria Red, Iridin® Icy white Pristine and a new black pigment, three new stunning effect pigments with will be eyecatchers of the show. Design inspirations, the company’s trend forecasting expertise and their effective functional solutions will be further focus topics of this year’s presentation.

Luminous red, icy white, mystic black

Inspired by the Australian Great Victoria Desert, Meoxal® Victoria Red combines brilliance with an outstanding saturation. Its high color saturation and hiding power bring an immense luminosity and intensity to red hues. Meoxal® Victoria Red is the fourth member of the Meoxal® series of effect pigments that feature strong color intensity and extraordinary brilliance while evoking the world’s deserts.

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With its pure bluish-white color and subtle texture, the new Iriodin® Icy White Pristine pearlescent effect pigment is ideal for silky three-coat stylings with liquid-white effects. Thanks to its surface treatment, Iriodin® Icy White Pristine is well prepared for any outdoor application, enabling a lasting and purely white impression both in liquid and powder coatings. In addition, a new black pigment will also debut at the European Coatings Show.

Societal trends and color inspiration

What will the future look like? Trend forecasting and providing color inspiration is an integral part of the Merck KGaA, Darmstadt, Germany solutions portfolio. The company's design and trend specialists combine research results and analysis from all over the world into holistic concepts. Comprehensive tools with concrete application and formulation examples show how Merck KGaA, Darmstadt, Germany's innovative effect pigments and solutions can translate these concepts into color. The new "Bluetiful World Tool", for example, offers a deep dive into the hues of the sky, oceans and icebergs and their manifold application possibilities. It also presents innovative new ideas for plastics and foil applications. The "Life Connection Tool" provides insights on societal currents in China and transforms them into color inspirations for the Chinese automotive market.

Powerful and eco-friendly

Flawless coatings require a perfect wetting. Merck KGaA, Darmstadt, Germany's Tivida® FL Fluorosurfactants reduce the surface tension in a coating formulation to a minimum, improving wetting, spreading and leveling even on the most critical surfaces. Their unique molecular design with an ultrashort, branched structure makes them extremely powerful and eco-friendly at the same time. At the European Coatings Show, Merck KGaA, Darmstadt, Germany presents the new Tivida® FL 2700 fluorosurfactant. It allows an exceptionally low surface tension with 16.8 mN/m at very low usage rates.

Visitors will find Merck KGaA, Darmstadt, Germany in Hall 1 at booth 1-614. Moreover, visitors can learn more about the company's extensive portfolio of powerful functional solutions in the following presentations:

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- Durazane® - Merck KGaA, Darmstadt, Germany's unique Polysilazanes for high performance coatings // Dr. Wolfgang Kraas, Merck KGaA, Darmstadt, Germany // Dr. Ralf Grottenmüller, Merck KGaA, Darmstadt, Germany // March 21, 2019 // 1:30 to 1.50 p.m. (Hall 1, Stand 1-133)
- Can a surface be leveled to the next level? – The Tivida® FL Fluorosurfactants // Carolin Klein, Merck KGaA, Darmstadt, Germany // Manuela Loch, Merck KGaA, Darmstadt, Germany // March 21, 2019 // 2:30 to 2:50 p.m. (Hall 1, Stand 1-133)

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About Merck KGaA, Darmstadt, Germany

Merck KGaA, Darmstadt, Germany, a leading science and technology company, operates across healthcare, life science and performance materials. Around 51,000 employees work to make a positive difference to millions of people's lives every day by creating more joyful and sustainable ways to live. From advancing gene editing technologies and discovering unique ways to treat the most challenging diseases to enabling the intelligence of devices – the company is everywhere. In 2017, Merck KGaA, Darmstadt, Germany, generated sales of € 15.3 billion in 66 countries.

The company holds the global rights to the name and trademark "Merck" internationally. The only exceptions are the United States and Canada, where the business sectors of Merck KGaA, Darmstadt, Germany operate as EMD Serono in healthcare, MilliporeSigma in life science, and EMD Performance Materials. Since its founding 1668, scientific exploration and responsible entrepreneurship have been key to the company's technological and scientific advances. To this day, the founding family remains the majority owner of the publicly listed company.