

## News Release

Your Contact

daniel.rebel @emdgroup.com

Phone: +49 6151 72-7589

October 07, 2019

## **Merck KGaA, Darmstadt, Germany, Presents Pigment Innovations at K2019**

- **Focus on solutions for transportation, packaging and architecture**
- **Demo tools and interactive exhibits invite visitors to explore our broad portfolio of effect pigments**

Darmstadt, Germany, October 07, 2019 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, will present innovative effect pigments and inspirational tools at K2019, the world's leading trade fair for the plastic and rubber industry, from October 16 to 23 in Düsseldorf, Germany. "The beauty of reality" is the theme that the company has selected to present its portfolio for plastics applications with a focus on solutions for transportation, architectural and packaging applications. The new inspirational tool "Driving Lifestyle – The plastics edition" will demonstrate a variety of applications for the company's broad palette of effect pigments. Functional solutions will be another highlight at the stand.

"At K2019 we will show the real breadth and depth of our solutions portfolio for plastics applications," said Dorothea Wenzel, Head of Surface Solutions at the Performance Materials business sector of Merck KGaA, Darmstadt, Germany. "This covers not only the wide range of products that we will be showcasing at our stand, but also the underlying expertise. From trend research and inspiration to innovative premium-quality products to application and technology expertise, we can support our customers at every stage of the product life cycle."

### **Experiencing the beauty of reality**

Page 1 of 3



## News Release

The Merck KGaA, Darmstadt, Germany stand will appeal to all the senses and invite visitors to experience the company's effect pigments in real life. Interactive stations present the latest effects from the Xirallic® NXT range of crystal effect pigments. Innovative technologies such as laser marking, IM3D for three-dimensional effects in plastics, or the powerful anti-weathering WAY (**w**eather stability and **a**nti-**y**ellowing) technology can be explored. At the Pigments Academy, the visitors can learn about the physics behind sparkle and sheen.

### **The sustainable WAY: Longer product life and better recyclability**

The company's WAY technology provides resistance against weathering, chemicals and temperature for plastics applications. The special encapsulation of the WAY pigments enables high UV stability and resistance to extreme conditions. This makes the technology interesting for any outdoor application for example in transportation, furniture or architecture, where high exposure to sunlight is inevitable. While conventional colorants for metallic shine can negatively influence the polymer matrix, WAY technology provides protection from degradation and leaves the mechanical properties of a polymer unaltered. This results in an increased product lifetime, better recyclability and ultimately more sustainable products.

### **Laser marking with the Iriotec® 8000 series**

Iriotec® laser sensitive materials from Merck KGaA, Darmstadt, Germany allow fast, durable and contact-free marking even for the most sensitive applications such as glass fiber cables and film packaging. With the new product Iriotec® 8855, the company presents the first laser marking pigment that does not contain deliberately added heavy metal compounds, in line with RoHS or CONEG regulations. The innovative product makes it possible to apply dark markings on brightly colored polymers, with extremely fast reaction times. The bluish-white pigment with only marginal color effects is particularly suitable for plastic materials that must meet the highest requirements in terms of temperature resistance, weather resistance and purity.

### **Societal trends and color inspiration**

What will the future look like? Forecasting trends and providing application inspiration are an integral part of the Merck KGaA, Darmstadt, Germany solutions portfolio. The company's design and trend specialists combine research results and

## News Release

analyses from all over the world into holistic color and design concepts. The new tool "Driving Lifestyle - The plastics edition" uses specific formulation examples to show how the company's innovative effect pigments and solutions can translate these concepts into concrete applications.

### **Creative designs in the third dimension**

Adding effect pigments to polymers is a well-established technique to impart special visual effects and to underscore the beauty of packaging, for example. The company's patented IM3D technology enables manufacturers to generate multidimensional impressions and visual depth also for smooth and planar surfaces. With this technology, injection-molded pieces can be created with a pronounced three-dimensional appearance while the surface stays perfectly flat. This permits striking designs with a surprising effect for a variety of applications, such as automotive interiors, consumer electronics or personal care packaging.

Visitors to K2019 will find Merck KGaA, Darmstadt, Germany at stand E40 in Hall 8A.

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](http://www.emdgroup.com/subscribe) to register for your online subscription of this service as our geo-targeting requires new links in the email. You may later change your selection or discontinue this service.

### **About Merck KGaA, Darmstadt, Germany**

Merck KGaA, Darmstadt, Germany, a leading science and technology company, operates across healthcare, life science and performance materials. Around 52,000 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 2018, Merck KGaA, Darmstadt, Germany, generated sales of € 14.8 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.