

## Evonik: New Color Quality in Water-Based Coating Formulations

March 31, 2009

A pigment black with extreme jetness and blue tone for the most demanding requirements: COLOUR BLACK FW 171

**Michael H. Hoffmann**  
Kommunikation Services  
Editorial department  
Phone 49 69 218-3583  
Fax +49 69 218-3849  
michael.hoffmann@evonik.com

A black of extreme jetness, with a very blue undertone and high gloss: This is what COLOUR BLACK FW 171 offers in water-based coating formulations. This novel grade of carbon black pigment, developed by coatings specialists from the Inorganic Materials Business Unit of Evonik Industries, will be unveiled to the public at this year's European Coatings Show (ECS).

COLOUR BLACK FW 171 is a carbon black pigment with extraordinarily fine particle size and very narrow particle-size distribution. Produced by a novel and advanced furnace technology, it sets new standards in the coatings industry through a significantly deeper black hue, compared to other products, and an extremely low haze. It is used primarily in high-end industries, such as the automotive sector.

Greater environmental awareness and the statutorily required reduction in emission of volatile organic solvents (VOC Directive) have catapulted the development of COLOUR BLACK FW 171 specifically for water-based coating formulations. Customers apparently think highly of this environmentally compatible product from Evonik. The growing number of customers and orders is testimony to the great market interest it has aroused.

**Coloring** Evonik Industries has a broad product portfolio comprising colorant and pigment black technologies for the optimization of customers' ink, paint and coatings solutions.

Pigment blacks, for example **PRINTEX®**, are produced in seven carbon black plants spread out over the world. Evonik supplies gas, furnace and lamp blacks. The latest development is **NEROX™** – a new product group of oxidized pigment blacks for high performance industrial coatings and printing inks.

The **COLORTREND®** color systems are frontrunners and include low-VOC, non-VOC and APE-free colorants technology for decorative paint and coatings

**Evonik Degussa GmbH**  
Weißfrauenstraße 9  
60287 Frankfurt am Main  
Germany  
Telefon +49 69 218-01  
Telefax +49 69 218-3118  
www.evonik.com

**Supervisory Board**  
Dr. Klaus Engel, Chairman  
**Board of Management**  
Patrik Wohlhauser, Chairman  
Ralf Blauth, Dr. Thomas Haeberle

Registered Office is Essen  
Register Court  
Essen Local Court  
Commercial Registry B 20227

applications. These systems also include full customizing services for color formulation and state of the art color merchandizing for point-of-sale tinting. Additional color concepts for industrial coatings are provided for customers' specific needs.

With **SIPERNAT® 820 A** – a sodium aluminum silicate – Evonik offers a filler that increases whiteness and dry coverage, while improving resistance to weather exposure and greatly facilitating applications.

### **About Evonik**

Evonik Industries is the creative industrial group from Germany which operates in three business areas: Chemicals, Energy and Real Estate. Evonik is a global leader in specialty chemicals, an expert in power generation from hard coal and renewable energies, and one of the largest private residential real estate companies in Germany. Our strengths are creativity, specialization, continuous self-renewal, and reliability. Evonik is active in over 100 countries around the world. In its fiscal year 2008 about 41,000 employees generated sales of about €15.9 billion and an operating profit (EBITDA) of about €2.2 billion.

### **Disclaimer**

In so far as forecasts or expectations are expressed in this press release or where our statements concern the future, these forecasts, expectations or statements may involve known or unknown risks and uncertainties. Actual results or developments may vary, depending on changes in the operating environment. Neither Evonik Industries AG nor its group companies assume an obligation to update the forecasts, expectations or statements contained in this release.

**Evonik Degussa GmbH**  
Weißfrauenstraße 9  
60287 Frankfurt am Main  
Germany  
Telefon +49 69 218-01  
Telefax +49 69 218-3118  
[www.evonik.com](http://www.evonik.com)

**Supervisory Board**  
Dr. Klaus Engel, Chairman  
**Board of Management**  
Patrik Wohlhauser, Chairman  
Ralf Blauth, Dr. Thomas Haeberle

Registered Office is Essen  
Register Court  
Essen Local Court  
Commercial Registry B 20227