

## **ECS 2019 – A fantastic show**

Amazement and curiosity spoke from the eyes of the man's face as he watched the deep black car shapes in the showcase in front of the Orion Engineered Carbons booth at the European Coating Show 2019 in Nuremberg, Germany. The cars demonstrated the differences among the three Specialty Carbon Black products COLOUR BLACK FW 171, COLOUR BLACK FW 255 and the newest product invention COLOUR BLACK FW 310. Shining with high gloss and presented under many spotlight the display caught the passersby's view at once. An Orion representative approached the man to explain the effectiveness of COLOUR BLACK FW 310 achieving a new level of jetness in coatings. After a warm and helpful introduction the man was invited to sit at a table for a more detailed conversation. He entered a vibrant and heartily atmosphere with many handshakes, greetings and warm welcomes.

All around at the tables many informative and friendly conversations on Carbon Black, dispersion, conductivity and technical data took place, to name only a few of the topics. One star topic was the new Orion product VDP 682 pushing easy dispersing to the next level. It saves the customer time, complexity and costs making it a highly attractive new product for his application. The Orion booth included a deep jet black wall saying in huge white letters and blue highlights that "we know black". Behind this wall a cozy meeting room invited visitors and customers to enter deep conversations on their topics.

After a while the man and the Orion employee said goodbye and he left equipped with brochures, business cards and a happy smile.

He was only one of the many visitors at our booth and we thank all guests for the excellent discussions, nice acquaintances and we look forward to meet them again in the meantime or in two years at the next European Coating Show.

Stay with us! And #staycurious.