

# News Release



## Orion Engineered Carbons LLC

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### ABRAFATI 2013 - Booth 166

#### Orion Engineered Carbons Showcases a Spectrum of Pigment Blacks for Coating Challenges

**São Paulo, Brazil, July 28, 2013** – Orion Engineered Carbons is showcasing a spectrum of carbon black pigments for water-borne, solvent-borne and solventless coating and ink systems at ABRAFATI in São Paulo, Brazil, September 16-18, booth 166.

The range spans both gas black and furnace black pigments, manufactured to high-quality specifications. Orion's technical expertise and broad product range help meet challenges in automotive, architectural and industrial coatings, and inks. This includes: new easy-to-disperse, high-jet preparations with improved handling performance, eco-friendly PRINTEX® *Nature* (based on sustainable resources) for waterborne systems, and XPB255 universal grade for high-jet water-borne and solvent-borne systems.

Orion is committed to the Latin American market with quality manufacturing in Paulinia, Brazil, a sales office in São Paulo, and a technical center dedicated to the Americas. The company can help manufacturers address a range of formulation and performance challenges often simultaneously:

**Improved processing.** Easy-to-disperse, consistent-quality carbon black pigments can shorten processing times while improving final film properties. New surface-modified carbon black pigments are now easier to disperse, even in waterborne systems.

**Weatherability.** Specifying the right carbon black pigment can improve UV-resistance and weatherability of exterior coatings such as automotive topcoats and architectural paints.

**Color performance.** Black and dark masstones are associated with quality, power and prestige. Orion offers high-jet pigments in a range of bluish undertones that can help deliver a luxurious look.

Orion carbon black pigments also solve challenges for high-performance news inks, screen printing inks, industrial UV/EB-curing inks, and flexographic inks for packaging. Beyond jetness, high-quality carbon black pigments contribute to binder and flow properties, and ink hold out for superior printing performance and optical properties.

These Orion brands are used by coating and ink manufacturers around the world: PRINTEX®, NEROX®, PANTHER®, AROSPERSE®, SPECIAL BLACK, COLOUR BLACK.

Orion Engineered Carbons ([www.orioncarbons.com](http://www.orioncarbons.com)) is an innovative producer of high quality carbon blacks focusing on collaborative partnerships with customers. The company offers 14 production sites and technical centers in the Americas, Europe and Asia to service emerging applications across the globe. For more information, visit: [www.orioncarbons.com](http://www.orioncarbons.com), or contact Orion Engineered Carbons at 1-832-445-3300.

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