

NEWS CLIPPING

Headline:	Interview	Date:	19.11. 2013
Publication:	Paint India (October)	Circulation:	25000
Web link:		Section/ Page:	92 - 94
Journalist:		City:	All India

CLIPPINGS:

INTERVIEW

“LANXESS' technology leadership position gives us an advantage in our approach to sustainable growth, resource efficiency and green solutions...”

The Inorganic Pigments business is vital to the growth of the coating industry. LANXESS is one of the world leaders in the iron oxide pigments business, one of the critical inorganic pigments. PAINTINDIA had the opportunity to speak to Dr. Wolfgang Oehlert, V-P(Asia Pacific) and Mr. Joerg Hellwig, head of Business, both senior representatives of the Inorganic Pigments BU at LANXESS. They shared their thoughts on challenges and opportunities for their business in India, which is as below:

PAINTINDIA: Have iron oxide-based pigments benefited in a global context from the various legislative pressures on alternate inorganic pigment chemistries?

Dr. Wolfgang Oehlert: Yes, LANXESS is committed to meet the highest standards of compliance. Sustainable development is a fundamental approach that LANXESS takes for all its businesses. The company maintains very high HSEQ standards, over and above just complying with the laws of the individual country. In fact, the iron oxide and chromium oxide pigments from LANXESS Inorganic Pigments business

unit are distinguished by their high quality, compliance to the highest standards and environmentally friendly processing. Given the increased regulations in terms of environmentally friendly production, LANXESS has a competitive advantage.

In addition, LANXESS Inorganic Pigments business unit offers a wide range of products which also can be suitable to replace hazardous products in many applications.

PAI: Do you see any similar concerns with iron oxide-based products over the next 10 years or so, in terms of the

challenges with production or application?

Dr. Oehlert: The success of LANXESS is based on technology and innovation. We clearly have adopted the best technologies for our production processes and will continue to enhance our technologies in the future. We are also driving innovation to develop future-oriented products for our customer's applications. We are well positioned in terms of having a global production asset footprint, all sites are built to world class standards, which can cater to the market demand globally wherever it may come from.

All pigments are manufactured using high-tech, state-of-the-art processes which are subject to the same HSEQ directives all over the world. We are also positioned to build a strong presence in the emerging markets of BRICS countries - Brazil, Russia, India, China and South Africa, with technology and product leadership positions.. LANXESS has an excellent position to meet the demands of the developing megatrends even in the future, with its innovative products and solutions.

In January LANXESS announced the expansion of its global network for inorganic pigments in China. A new high-tech facility for premium iron oxide red pigments is being constructed at the Ningbo Chemical Park on the Chinese East Coast.

Dr. Wolfgang Oehlert is the Vice President, (Asia-Pacific), Inorganic Pigments Business Unit, LANXESS

Dr. Wolfgang Oehlert started his career with Bayer in Krefeld in 1992 as a Research Manager for iron oxide pigments, moving on with leading positions in Technical Functions and Production. In 1998, Oehlert transferred to Bayer Corporation in the USA to take over the responsibility for the Production Unit at the New Martinsville, West Virginia site. In 2001 he moved to Pittsburgh, Pennsylvania where he was responsible for the Technical Service, Product and Quality Management of the Colorants Businesses, as well as Plant Manager for the Blending Unit in Imperial, Pennsylvania. He returned to Krefeld in 2003, taking responsibility for the global Supply Chain Management of the Inorganic Pigments business unit. Here he was responsible for the all supply chain functions including production planning, inventory management, customer service and related functions.

Effective March 1, 2009, Dr. Oehlert was appointed as the General Manager of LANXESS Shanghai Pigments Co. Ltd., meanwhile, he also resumes the function of Vice President for the Inorganic Pigments business unit for Asia Pacific.



NEWS CLIPPING

INTERVIEW

LANXESS' advanced and innovative production process will raise the bar for the production of iron oxide pigments worldwide especially in terms of water treatment, waste gas cleaning and energy consumption.

Products manufactured with our pigments offer to our customer the highest possible level of security with regards to sustainability.

PAI: What are the challenges and opportunities that LANXESS views in an unregulated and unlegislated coatings market like India?

Dr. Oehlert: Environment related legislations are being implemented across the globe at varying priorities and speed and it is only a matter of time before they are fully implemented in India as well.

LANXESS has a strong distribution setup across India and its distribution partners are spread throughout the country. The local markets are very diversified, there is a need for a strong network of distributors to cover the entire Indian market. The markets in different geographies have very different requirements and each market needs a different approach. LANXESS Inorganic Pigments business unit operates warehouses in Mumbai, Chennai, Faridabad and in Kochi to service the local customers. Hence, LANXESS ensures that all products are always available and are delivered to the customers on time, whether they are produced in Germany, China or in Brazil.

In India, it is even more important than in other countries to develop long standing relationships with customers. LANXESS' Global Competence Center does not only support our customers in selecting the right pigments, but also by consulting them about technical, commercial and application aspects. High quality of products together with the technical know-how gives an added value and advantage to customers in India.

PAI: What are the new offerings being showcased by LANXESS at ECS? When will these products be made available to the Indian market (or are they already commercialised in India)

Dr. Oehlert: LANXESS Inorganic Pigments business unit was - among other High Performance Pigments - showcasing the New Red productline which will be produced at the new plant in Ningbo at the ECS. These unique products will also be displayed at the Paintindia 2014.

Everywhere where we do business, we apply the same high, international standards in our quest to realize sustainable growth. We are committed to offering our customers, technologies and products that make a difference. We are vigilant about our customers' requirements in every market and make the requisite applications of our products available.

PAI: What are your views on the Indian Coatings Market and the opportunities that lie therein for IPG@LANXESS?

Dr. Oehlert: The demand for the paints and coatings market is largely driven by the construction sector, including housing and infrastructure.

Several investments are being made in this sector, both by the private enterprises and the government. The latter is planning an investment of \$1 trillion into infrastructure in the next five-year plan.

Increased pace of urbanisation combined with aspirations for better lifestyles boost the demand for better paints and coatings. Today, people are upgrading from villages to cities, from tier 2 to tier 1 cities and so on. This implies, people need more and aesthetically appealing infrastructure, houses and commercial complexes.

These factors increase the potential for IPG in India and LANXESS views India definitely as one of the fastest growing markets. LANXESS Inorganic Pigments business unit is producing iron oxide pigments now for almost 88 years and with the globally recognized brand Bayferrox setting a world standard for pigments. These facts do support our business development in India as our customers do recognize the expertise and quality of the business unit.

Jörg Hellwig heads up the Inorganic Pigments business unit of specialty chemicals company LANXESS.



Hellwig was born in Krefeld, Germany, on May 3, 1965. He began his professional career in 1981 by entering a commercial training program at Bayer AG's Uerdingen site.

After performing various functions for the company in iron oxide production, Jörg Hellwig transferred to the Leverkusen site, where he worked in the Marketing, Controlling and Supply Chain Management sections of what was then the Inorganics Business Group of Bayer. As a product manager for titanium dioxide, he played a leading role starting in 1997 in the founding of Kerr-McGee Pigments GmbH & Co. KG, a joint venture between Bayer and the U.S.-based Kerr-McGee group. From mid-1998 until the end of 2002, the commercial manager was employed at Bayer's U.S. site in Pittsburgh, Pennsylvania, where as head of Marketing & Sales, he was responsible for the company's business in that country with inorganic and organic pigments.

On January 1, 2003, Hellwig returned to Germany and was named Managing Director of Dorlastan Fibers & Monofil GmbH and Chairman of the U.S. company Dorlastan Fibers LLC. In March 2005 he moved to the Group headquarters of LANXESS AG, where he assumed responsibility for realigning the company's global fibers activities. After transferring to Indian-based Reliance Industries Limited on July 1, 2005, Jörg Hellwig became CEO of the Trevisa group, one of the leading suppliers of polyester-based specialty fibers and yarns.

On January 1, 2008, Hellwig returned to LANXESS and took over as head of the Inorganic Pigments business unit.

Jörg Hellwig is married and has two children.

NEWS CLIPPING

INTERVIEW

PAI: As an iron-oxide-based pigment manufacturer, what are your views on Sustainability in the context of your own business and also that of the Coatings Industry, in general?

Dr. Oehlert: LANXESS' technology leadership position gives us an advantage in our approach to sustainable growth, resource efficiency and green solutions. Our Bayferrox products are friendly to the people as well as to the environment. We follow and exceed all procedures and guidelines required for protecting the environment and make continuous efforts to minimize our footprint on the environment.

Regardless of any other factors, we lay high emphasis on all aspects of HSEQ (Health, Safety, Environment, Quality). We also work with governments and industry associations to establish and improve the standards for HSEQ globally.

LANXESS' research centre in Germany is a hotbed of activity where chemists and innovators work on basic research, developing new products,

new processes and even adapting existing products to new applications. We have our technical managers exchanging information not only with each other but also with the technical managers from our customers. We also invite our customers to our plants in Germany, China and Brazil and we foster talks with our Technical Service employees, our R&D managers as well as our production people directly. These visits allow our customers to better understand our product portfolio and our manufacturing procedures. The coatings industry is also changing to a more eco-friendly and sustainable approach by adopting cleaner technologies like water-based coatings, and we are once again geared to help the industry in this direction with our products and expertise.

PAI: How would IPG@LANXESS like to differentiate itself from others in terms of better research/development and environmental care?

Joerg Hellwig: LANXESS Inorganic Pigments is the world's leading manufacturer of synthetic iron oxide pigments. With this market position we

understand it as our duty to be a benchmark in product quality and environmentally friendly processes as well as in customer service. Therefore, we continuously invest in product and process innovations.

We are fully convinced of the compliance of our actions and are sure we can offer our customers added value as a sustainable supplier. This means providing the best possible customer solution, protecting the environment and helping to improve people's quality of life. We have been successful in demonstrating that a profitable business can be built on sustainability. This is reflected at all times in our operations, right from our working conditions to our manufacturing practices to our product portfolio.

We believe in supporting our customers with the right kind of technical support, extending beyond mere supplies. We have application development centres and research facilities across the globe, along with the best technical personnel, to support our customers globally. ■