

### **LANXESS at Paint India 2018 in Mumbai, India, March 8 – 10, Hall 1, Stand E3**

- **Showcases its latest innovations for paint and coating industry**

**Mumbai, March 8, 2018:** German based specialty chemicals company LANXESS is presenting its comprehensive product portfolio for the paint and coatings industry at the exhibition Paint India 2018 from March 8 to 10, 2018 at Bombay Exhibition Centre, Goregaon, Mumbai.

The products showcased include the high-performance pigments from the lightfast, weather-stable and chemical-resistant Bayferrox<sup>®</sup> and Colortherm<sup>®</sup> lines, the organic and inorganic pigment preparations Levanyl<sup>®</sup> and Levanox<sup>®</sup> and the extensive Preventol<sup>®</sup> and Biox<sup>®</sup> range of biocides.

#### **Inorganic Pigments - Premium chemistry for coatings**

At the exhibition, LANXESS showcased the whole color range of iron oxide and chromium oxide pigments, and exhibited its sustainable, innovative solutions. The products of the Inorganic Pigments business unit (IPG) – marketed under the well-known brand names Bayferrox<sup>®</sup> and Colortherm<sup>®</sup> – cater to the paint and coatings, construction plastics and paper industries.

The paint and coatings market is very important for LANXESS as it is one of the fastest growing applications for the company's specialty products. The ongoing urbanization in India creates a growing demand for the coatings industry.

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High-quality pigments from LANXESS' Inorganic Pigments business unit offer not only outstanding light fastness, high tinting strength, color consistency and weather stability but also an unmatched dispersibility.

### **New generation of iron oxide red pigments on the market**

IPG is introducing its new product range of red iron oxide pigments. The new grades, Bayferrox<sup>®</sup> 510, Bayferrox TP 5278 and Bayferrox TP 5279, satisfy demand for more yellow-shade red pigments. At the same time, they are produced by the Ningbo process, a uniquely sustainable manufacturing method based on patented technology, that meets the most stringent environmental standards.

Performance-wise, the new red grades meet the high standards of the well-known Bayferrox<sup>®</sup> brand and provide unique benefits for paints and coatings producers. Some of those product characteristics include high chromaticity and tinting strength; good optical appearance with respect to gloss and haze; and optimized milling parameters for easy dispersability even at low shear energy input. Additionally, the Ningbo process significantly reduces the residual, water-soluble salt content of the pigments, making them suitable for corrosion-resistant coatings.

Speaking on LANXESS's presence at the exhibition, Pradeep Kumar, Head of Indian Sub-Continent and ASEAN Region in the Business Unit Inorganic Pigments at LANXESS India Private Ltd. said, "With high performance grades Bayferrox<sup>®</sup> and Colortherm<sup>®</sup>, we provide a reliable and highly innovative basis to our customers, allowing them more efficient and sustainable processing for their high quality products. Paint India is an important platform and channel of

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communication for informing our customers and sales agencies in the coatings industry of new product developments.”

### **Colorants for a broad range of applications**

The LANXESS RheinChemie business unit is presenting its products Levanyl<sup>®</sup> and Levanox<sup>®</sup>. Levanyl<sup>®</sup> products are aqueous, solvent-free organic pigments which are lightfast, and possess high brilliance and noted above all for their fine dispersion and high transparency. Whereas Levanox<sup>®</sup> is a family of aqueous, solvent-free inorganic pigment preparations, comprising selected high-grade inorganic pigments, which can be used in paints & coatings and detergents.

Sriganesh U P, General Manager India in the Rhein Chemie business unit added, “This exhibition is a great opportunity to showcase our quality products Levanyl<sup>®</sup> and Levanox<sup>®</sup>. We are well equipped to address market requirements stemming from the rapid urbanization in India.”

### **Biocides for paints and coatings**

Rapid industrialization, economic activity and rising demand from urbanization especially the construction applications are driving demand for paints and coatings. As one of the leading manufacturers of biocidal active ingredients and biocide formulations, the LANXESS Material Protection Products business unit (MPP) offers a comprehensive range of products for the paints and coatings industry.

Along with outstanding technical service, the LANXESS Preventol<sup>®</sup> biocides for coatings fulfill the key demands placed on such products: low toxicity, non-VOC (volatile organic compounds), non FA, cost-

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effectiveness and compatibility with other components of the coating. These products do not only preserve the good appearance of facades or patios, for example, but also safeguard the value of these objects in the long term.

Dr. Oliver Kretschik, Vice President Business Line Biocides in the Material Protection Products business unit said, "The Asian market has been growing at an exponential rate and has shown great potential for biocide products. LANXESS is the largest provider of biocides in India, and our Preventol® line of products is equipped to cater to the growing demand of the large biocides market in the country."

LANXESS is a leading specialty chemicals company with sales of EUR 7.7 billion in 2016 and about 19,200 employees in 25 countries. The company is currently represented at 74 production sites worldwide. The core business of LANXESS is the development, manufacturing and marketing of chemical intermediates, additives, specialty chemicals and plastics. Through ARLANXEO, the joint venture with Saudi Aramco, LANXESS is also a leading supplier of synthetic rubber. LANXESS is listed in the leading sustainability indices Dow Jones Sustainability Index (DJSI World and Europe) and FTSE4Good.

### Forward-Looking Statements

This company release contains certain forward-looking statements, including assumptions, opinions, expectations and views of the company or cited from third party sources. Various known and unknown risks, uncertainties and other factors could cause the actual results, financial position, development or performance of LANXESS AG to differ materially from the estimations expressed or implied herein. LANXESS AG does not guarantee that the assumptions underlying such forward-looking statements are free from errors nor does it accept any responsibility for the future accuracy of the opinions expressed in this presentation or the actual occurrence of the forecast developments. No representation or warranty (expressed or implied) is made as to, and no reliance should be placed on, any information, estimates, targets and opinions, contained herein, and no liability whatsoever is accepted as to any errors, omissions or misstatements contained herein, and accordingly, no representative of LANXESS AG or any of its affiliated companies or any of such person's officers, directors or employees accept any liability whatsoever arising directly or indirectly from the use of this document.

### Information for editors:

All LANXESS news releases and their accompanying photos can be found at

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## News Release

<http://press.lanxess.com>. Recent photos of the Board of Management and other LANXESS image material are available at <http://photos.lanxess.com>. TV footage can be found at <http://globe360.net/broadcast.lanxess/>.

You can find further information concerning LANXESS chemistry in our WebMagazine at <http://webmagazine.lanxess.com>.

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