



On behalf of Holliday Pigments  
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**NEW ADVANCES IN HOLLIDAY PIGMENTS' ULTRAMARINES FOR PLASTICS AT NPE 2009  
(22 – 26 JUNE, BOOTH N66063)**

Holliday Pigments is showcasing new developments to its ultramarine pigments for plastics at NPE 2009.

The three new additions to its Premier and Prestige ranges offer a slightly redder shade of blue compared to the Company's existing grades. Comprising a standard version, a very dry specification for high pigmentation concentrates, and a low dust offering based on the properties of its Prestige line, Holliday Pigments' presence at NPE presents a timely opportunity to allow its US customers to preview these valuable enhancements.

Exhibiting alongside its US distributors Brenntag Specialities Inc (BSI) on **Booth 66063** - located in the North Hall - these latest advancements complement Holliday Pigments' easy to disperse low dust **Prestige range**, its **6118** and **6119 (Premier BC and Premier BCR)** grades for severely demanding food contact applications, and the **new acid resistant 6117 (Premier XAR)** - ideal for exterior end-uses.

**Prestige grades with dust-free properties**

Holliday Pigments' Prestige range is a selection of standard Premier grades which are incorporated into a low molecular weight carrier resin. This process results in a free flowing, dust free product, contributing to a cleaner working environment. Prior incorporation into the low viscosity, low melting point polymeric resin also enables extremely easy dispersion, even under low shear conditions, as well as increased pigment loading in masterbatches.

### **Solutions for severely demanding food contact applications**

All of the Prestige grades have been approved for food contact plastics and toy applications, adhering to the industry's most stringent testing, but its specialist 6118 and 6119 (Premier BC and BCR) products have proven taste and taint-free properties and are frequently specified for bulk plastics, including caps and closures.

### **New acid resistant pigment for plastics**

Also showing, Holliday Pigments' groundbreaking new **6117 (Premier XAR) acid resistant grade** is ideal for applications including stadium seating, where plastics can be exposed to the twin degrading effects of acid rain and high energy solar radiation.

Ultramarine is rendered both acid resistant and more photo-stable by means of an inert coating deposited on the surface of the pigment particle. With previous best-in-class grades, the act of dispersing the pigment may cause abrasion of the coating which would in turn reduce its acid resistance. Premier XAR's improved coating technology not only delivers 50% improved acid resistance but tests also show it has the capacity to cut the effects of abrasion by half.

"The improved acid resistance makes it particularly suitable for a wide range of applications where exposure to acid rain can be expected," says Holliday Pigments' managing director Glyn Jagger.

"After much focus on development we are pleased to present these important step changes in pigment technology and it's this type of commitment to continuous research and innovation that demonstrates why Holliday Pigments leads the world in ultramarine blue."

**-ENDS-**

### **Notes to Editor: About Holliday Pigments**

Holliday Pigments is the world's leading supplier of ultramarine pigments, which are used in a variety of applications including plastics, coatings, cosmetics, artists' colours and printing inks. Exporting to over 80 countries, Holliday Pigments has dedicated customer and technical service teams at its factory in France and its commercial office in Singapore.

Holliday Pigments has a proud 120-year history in the manufacture of technical quality ultramarine and is the only ultramarine manufacturer in the world to have invested in Flue Gas Desulphurisation technology, reducing sulphur dioxide emissions inherent in the manufacturing process by more than 99.5%.

In August 2008, Holliday Pigments joined Rockwood Holdings Inc., becoming an important addition to the Color Pigments and Services Division. Rockwood's Color Pigments & Services Division is one of the largest worldwide suppliers of colored pigments for construction, coatings, plastics and specialty applications. The Division's manufacturing sites and customer service centers are located in the United States, United Kingdom, Italy, Germany, Australia and China with additional sales offices located in Singapore. For more information on Rockwood, please visit [www.rockwoodpigments.com](http://www.rockwoodpigments.com).

The Rockwood Color Pigments & Services Division is part of Rockwood Holdings Inc., Princeton, N.J., U.S.A. Rockwood Holdings, Inc. is a leading global specialty chemicals and advanced materials company. Rockwood has a worldwide employee base of more than 9,500 people and annual net sales of approximately \$3.1 billion. The company focuses on global niche segments of the specialty chemicals, pigments and additives and advanced materials markets. For more information on Rockwood, please visit [www.rocksp.com](http://www.rocksp.com).

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