

# Media Release

## Clariant to debut new striking shade for transforming applications at Aluminium 2018

- **First long-lasting bluish red dye for eye-catching colored anodized aluminum**
- **Sustainable and sophisticated: heavy metal-free dye structure, borax-free and non-nickel based sealing options for aluminum finishing solutions**
- **Meet the team at Booth G13 Hall 12, Aluminium 2018, Messe Düsseldorf, October 9-11, 2018**

Muttenz, August 2, 2018 – Clariant, a world leader in specialty chemicals, invites aluminum anodizers, product designers and engineers visiting Aluminium 2018 to heighten their creativity with the latest high-durability, sustainable color solutions for aluminum finishing.

Center stage at Booth G13 Hall 12 will be a new magenta shade with a unique level of light and weather fastness that is perfect for adding long-lasting vibrancy to indoor and outdoor applications. Adding to its appeal, the single dye formulation has a heavy metal-free dye structure, is non-bleeding and easy to handle. It shows good dye bath stability and enables a stable dyeing process.

Clariant will be joined by Omya (Schweiz) AG, the exclusive distribution partner for its aluminum finishing portfolio in Europe, North Africa and the Middle East, to demonstrate the product enhancing capabilities offered by its complete portfolio of Swiss-engineered colorants, process chemicals and special printing inks for sub-oxal printing. Clariant supports the industry with a wide range of products, such as heavy-metal free dye structures (Sanodye®), borax-free degreasers/cleaners, and non-nickel based sealing solutions, for improving the sustainability profile of finishing processes or products.

Thomas Heber, Technical Marketing Aluminum Europe, Business Unit Pigments at Clariant comments: “Aluminum lends an extra touch of quality to a wide range of applications. As segments such as electronics, cosmetics packaging, appliances, automotive and transportation, sports goods and also architecture focus on creating enhanced consumer experiences, we are pleased to draw on our long history of supporting the anodizing industry worldwide and introduce easy-to-use vibrant, eye-catching colors that extend designers’ creativity and increase end-user value perceptions.”

Aluminium 2018 will be held at the Messe Düsseldorf, Germany, from October 9-11, 2018. More information on Clariant’s products and support for anodized aluminum finishers is available at [www.clariant.com/aluminumfinishing](http://www.clariant.com/aluminumfinishing).



Clariant's colorful anodized aluminum dyes lend an extra touch of quality to a wide range of applications. (Photo: Clariant)

Sanodye® IS A TRADEMARK OF CLARIANT REGISTERED IN MANY COUNTRIES.

#### **GLOBAL TRADE MEDIA RELATIONS**

**STEFANIE NEHLSSEN**

Phone +41 61 469 63 63  
stefanie.nehlsen@clariant.com

Follow us on [Twitter](#), [Facebook](#), [Google Plus](#), [LinkedIn](#).

[www.clariant.com](http://www.clariant.com)

Clariant is a globally leading specialty chemicals company, based in Muttenz near Basel/Switzerland. On 31 December 2017 the company employed a total workforce of 18 135. In the financial year 2017, Clariant recorded sales of CHF 6.377 billion for its continuing businesses. The company reports in four business areas: Care Chemicals, Catalysis, Natural Resources, and Plastics & Coatings. Clariant's corporate strategy is based on five pillars: focus on innovation through R&D, add value with sustainability, reposition portfolio, intensify growth, and increase profitability.

[www.clariant.com/pigments](http://www.clariant.com/pigments)

Clariant's Business Unit Pigments is a leading global provider of organic pigments, pigment preparations and dyes. The vastly diverse portfolio corresponds to the high standards for colors and coatings in industrial, automotive and architectural applications. The business unit also provides solutions for the plastics industry, for special applications in the aluminum, agricultural and consumer goods sector, as well as for traditional printing processes, inkjet printing and toner applications. The Pigments business unit continues to bring new and innovative materials to the market, with a strong emphasis on environmental aspects and sustainability. Employing over 2000 people across the globe, the Business Unit Pigments is part of Clariant's Business Area Plastics and Coatings.