

Press release



CATHAY INDUSTRIES introduce CATHAYRED™ New Range of High Performance Red Iron Oxide Pigments

Hong Kong, 15.09.2017. Leading global iron oxide pigment manufacturer CATHAY INDUSTRIES introduces CATHAYRED™, a renewed and extended range of precipitated Red Iron Oxide Pigments specifically designed for the paint and coating industries.

Continuous refinement and enhancement of CATHAY's proprietary wet precipitation process has led to a new range of red iron oxides CATHAYRED™ that can effectively match the previously unattainable color space of Copperas Reds produced by thermal decomposition of ferrous sulphate.

Outstanding color and physical properties

CATHAYRED™ encompasses a wide range of high performance precipitated reds with a unique Hue and Chroma from salmon to dark red and blue shades featuring outstanding color and physical properties which are easy to wet, with high dispersibility, are chemically stable and can be used in a wide range of applications, including paint and coatings, rubber and plastic products, textile finishes, building materials and ceramics.

The CATHAYRED™ range underpins CATHAY INDUSTRIES commitment to the industry as its proprietary and eco-friendly

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technology provides the long-term sustainability in quality, and supply the market has been seeking.

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About CATHAY INDUSTRIES

CATHAY INDUSTRIES is one of the world's leading manufacturers of synthetic iron oxide pigments. The business areas of the company include iron oxide pigments for the construction industry, high technology grades for the use in coatings systems as well as highest purity iron oxides for cosmetics, food and pharmaceutical applications. The portfolio is complemented by a number of synergistic products. Established in 1979, the CATHAY INDUSTRIES GROUP with production sites in the USA, China, Belgium and Australia has been dynamically growing. The success of CATHAY INDUSTRIES is based on significant investment into latest production technologies. For further information visit www.cathayindustries.eu

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