

Press release



CATHAY expands its product range Iron oxide pigment manufacturer presents novelties at ECS 2017 in Nuremberg

Ninove/Nuremberg, 6 February 2017. CATHAY INDUSTRIES' fair package for the European Coatings Show 2017, from 4th to 6th April in Nuremberg, contains several new highlights for the coatings industry. In addition to proven quality iron oxide pigments, the manufacturer shows latest developments of the CATHAYCOAT™ range: In hall 7 at stand 7-319, visitors have the opportunity to learn about properties and practical benefits of new red and yellow pigments. For the first time, CATHAY's trade fair appearance includes the presence of its Hoover Color acquisition. The company's new division introduces Umbers for wood coatings as well as EnvironOxides® as new products for a “green” approach.

To provide an even broader product portfolio, CATHAY has expanded its red iron oxide pigments spectrum. The manufacturer has successfully developed precipitated reds with the specific characteristics of copperas reds. RA11YD, RA12YD and RA13YD of the CATHAYCOAT™ range offer optimal dispersibility due to very narrow particle size distribution. Moreover, these pigments feature linearity of behaviour in mass and in tint tone.

The fair presentation also covers the new pigments CATHAYCOAT™ Yellow YA22HR and CATHAYCOAT™ Yellow YS23HR. They are designed for powder and coil coatings offering an increased heat stability to respond to the needs of those specific applications.

Published by:
CATHAY INDUSTRIES EUROPE N.V.
Industriepark II
Pamelstraat-Oost 442
9400 Ninove
Belgium
Phone: +32-54-31 14 10
Fax: +32-54-31 14 19
E-Mail: info@cathayindustries.eu
www.cathayindustries.eu

Contact:
Axel Schneider (CEO)
Phone: +32-54-31 14 10
Fax: +32-54-31 14 19
E-Mail: axel.schneider@cathayindustries.eu

Editors:
presigno GmbH
Unternehmenskommunikation
Labor Phoenix
Konrad-Adenauer-Allee 10
44263 Dortmund
Germany
Phone: +49-231-532 62 52
Fax: +49-231-532 62 53
E-Mail: pr@presigno.de
www.presigno.de

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Hoover Color takes part with innovations

Since CATHAY *INDUSTRIES* recently completed the acquisition of Hoover Color Corporation, this new division will be focused on during the exhibition. As natural iron oxides Hoover Color showcases Umbers for wood coatings, e. g. for furniture finish systems. They enhance functional and decorative qualities. Natural colour properties result from semi-transparency so that the wood structure remains visible after application. Beyond this, especially Raw Umbers function as neutral toners in tinting systems. Burnt Umbers withstand temperatures of up to 315 °C, which allows usage in high-heat applications like coil coatings and plastics. Different material grades vary in colour shade, dispersibility and resulting viscosity.

Recovering iron oxide from abandoned coal mining drainage, Hoover Color helps cleaning water by its ecological process to convert waste streams into transparent pigments, which are used, amongst others, for paints and coatings. EnvironOxides® show properties comparable to synthetically produced transparent iron oxides: durability, light stability and chemical resistance. Products of the "M" class are extremely fine-milled and thus ensure highest level of transparency, dispersibility and tinting strength. For many industries, EnvironOxides® pigments offer an ideal way to develop their "green" technologies.

Hall 7, Stand 7-319

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9400 Ninove
Belgium
Phone: +32-54-31 14 10
Fax: +32-54-31 14 19
E-Mail: info@cathayindustries.eu
www.cathayindustries.eu

Contact:
Axel Schneider (CEO)
Phone: +32-54-31 14 10
Fax: +32-54-31 14 19
E-Mail: axel.schneider@cathayindustries.eu

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presigno GmbH
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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 complimented 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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Belgium
Phone: +32-54-31 14 10
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E-Mail: info@cathayindustries.eu
www.cathayindustries.eu

Contact:
Axel Schneider (CEO)
Phone: +32-54-31 14 10
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