

Press release



Heat resistant and brilliant CATHAY INDUSTRIES introduced new yellow iron oxides at ECS 2017

Ninove/Nuremberg, 7 April 2017. New CATHAYCOAT™ pigments were the highlight at CATHAY INDUSTRIES' stand at the European Coatings Show (ECS) 2017 in Nuremberg: The manufacturer of synthetic iron oxide pigments presented its Yellows YA22HR and YS23HR offering increased heat resistance. Numerous visitors took the opportunity to keep themselves informed about these innovations and CATHAY's other latest developments.

"This year's European Coatings Show has exceeded our expectations. We are very pleased with the positive feedback we received from both, existing and potential customers", summarizes Axel Schneider, CEO CATHAY INDUSTRIES Europe. He continues: "Our proven products as well as our innovations generated great interest."

Pigments with elevated heat stability

As latest developments the company introduced its iron oxide yellow pigments with elevated heat stability. CATHAYCOAT™ Yellow YA22HR and CATHAYCOAT™ Yellow YS23HR withstand temperatures well over 200 °C. Compared to traditionally used zinc ferrites, CATHAY's new products are characterized by clean and bright colour shades. Thanks to its micronized characteristic, CATHAYCOAT™ Yellow YA22HR offers even higher levels of brilliance and optimal dispersibility in the users' systems. The

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pigments are mainly utilized in coil and powder coatings as well as in a variety of plastics applications.

Range of natural iron oxides

ECS visitors had the opportunity to learn about products from Hoover Color. For the first time, CATHAY's new division was exhibiting alongside its new parent company. The presentation included semi-transparent Raw and Burnt Umbers as well as transparent EnvironOxides® as products for a "green" approach.

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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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