

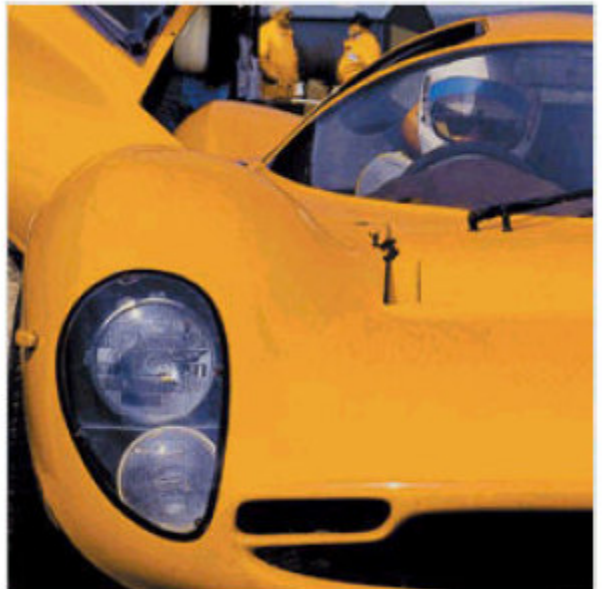


Solaplex™ Pigments

Automotive (OEM and refinish) Applications

Colour is one of most important choices a customer makes when buying a car. In fact, colour is often a personal statement. However, the role of the coating is much more than pure aesthetics. Advanced coatings also need to be functional. They protect the car body from rain, sunlight, heat and abrasion. Although fashion often dictates domestic car colours, bright shades are a standard for most transportation, agricultural, construction and safety applications, particularly buses, trains, bicycles, diggers and powertools.

New coatings have a reduced impact on the environment, as water-borne and powder technologies are adopted. Today, 50% of cars manufactured in Europe are coated with water-borne base paints. Pigment selection has also changed with continued environmental pressure often limiting colour options. Solaplex™ Pigments have been developed to meet market needs.



- Their bright colour shades, good hiding power and cost effectiveness provide new options to the paint formulator.
- Solaplex™ Pigments exhibit less metamerism to Lead Chrome based formulations, than other alternatives available, ideal for Vehicle Refinishes.
- Solaplex™ Pigments also exhibit good exterior durability in solvent-based acrylic melamine. As coating technology advances, enhanced protection extends the average expected lifetime of a car body from 10 years to 12 years. High performance pigments are essential in quality coatings and play a key role in protecting the binder.
- Solaplex™ Pigments offer cost effective high performance.
- Solaplex™ Pigments can be supplied as a powder, colour-matched blend or liquid dispersion.