

MEDIA RELEASE

Heubach, the Pigments Powerhouse at the European Coatings Show 2023

- At ECS 2023 get to know the new Heubach, one year after Clariant BU Pigments and Heubach joined forces
- Discover how Heubach's sustainable solutions are helping the industry go green
- Look out for new water- and biocide-free pigment preparations and next generation, zinc-free anti-corrosives
- Discover Heucodur® Green 630, a novel non-labelled spinel green pigment
- Be inspired by Automotive Styling Shades 2027 with the unveiling of "Plan B for Planet A" and by Heubach's Decorative Color Trends 2023+ "ZEITGEIST"

Vienna, Austria, February 23, 2023

The new Heubach Group, a market leader in diversified organic and inorganic pigments and preparations will unveil an innovative and exciting range of new products and tools at the European Coatings Show in Nuremberg, Germany 27-28 March 2023. One year after Heubach and Clariant BU pigments joined forces, Heubach's team will also be on-site, sharing their expertise and market insights at [Heubach's Experts Corner](#).

New, sustainable color solutions

Sustainability is in Heubach's DNA. Our sustainable color solutions make the world a brighter place and fulfil the highest requirements in terms of quality and toxicity. Our modern production sites and processes help to save natural resources and many of our products support sustainable product design. Ecological criteria also play an increasingly important role in the further development of existing products and the conceptual design of new ones.

With this focus on advanced sustainable color technology, at ECS 2023, discover the new water- and biocide-free pigment preparations. This is a revolutionary and sustainable solution for interior decorative paints.

Explore Heubach's new generation of highly effective zinc-free anti-corrosive pigments Heucosil™ CSA and CSM meeting the specific performance requirements for coil- and thin-film-applications. These products show outstanding corrosion protection performance and a significantly low oil absorption.

Also being launched at ECS 2023 is the recently developed Heucodur® Green 630, a new non-labelled spinel green pigment based on the historically known chrome-free composition, as well as Hostatint™ UV 100, a reformulated and reimagined range of pigment preparations for radiation-cured coatings - a safer and more sustainable way to add color and vibrance to wood finishes.

A pulse on the latest color trends

Satisfy your color curiosity with the 2023 Decorative Color Trends - "ZEITGEIST", for this year's exciting interior design trends and Color of the Year. For the first time, exclusively at the European Coatings Show, you'll be able to hear this year's hottest colors!

Be one of the first to glimpse Automotive Styling Shades 2027, "Plan B for Planet A" a new Heubach edition that follows the tradition of Clariant's biennial Automotive Trendbook. See the latest 28 color designs that will guide creativity and philosophy in Automotive color styling for a more respectful treatment of Planet Earth - and a better life for us all.

Tap into Heubach's expertise

To deep dive into sustainability, color trends, technology and innovation, Heubach's team will deliver exciting and informative presentations morning and afternoon during show times in our **'Experts Corner'**, live from the Heubach booth, Hall 3C, Booth 427. In addition, learn about the products featured in this media release in Heubach's ECS Product Presentations (see image below). For a full list of topics and a presentation schedule for the Experts Corner and the Product Presentations click [here](#).



SCHEDULE
PRODUCT PRESENTATIONS & EXPERTS CORNER

PRODUCT PRESENTATIONS

TUESDAY	WEDNESDAY	THURSDAY
28 March, 13:30 - 13:50 Hall 5, Stand No. 5-243	29 March, 14:30 - 14:50 Hall 3, Stand No. 3-742	30 March, 12:10 - 12:30 Hall 3A, Stand No. 3A-607
Anna Schlundt <i>New generation of highly effective zinc-free anti-corrosives for coil- and thin-film applications</i>	Bernhard Stengel-Rutkowski <i>Making a difference in Blue. Highlight of the combined Heubach portfolio for Automotive Coatings in color formulation</i>	Thomas Sowade <i>HEUCODUR® Green 630 - a labeling-free yellow shade Spinel Green (PG50) pigment</i>

EXPERTS CORNER

TUESDAY	WEDNESDAY	THURSDAY
28 March, 2023 Hall 3C, Booth No. 427	29 March, 2023 Hall 3C, Booth No. 427	30 March, 2023 Hall 3C, Booth No. 427
10:00-10:30: Franziska Trapp <i>Keep it cool and simple - IR reflecting coatings with Colanyl 500</i>	10:00-10:30: Franziska Trapp <i>"ZEITGEIST" - Decorative Color Trends 2023+</i>	10:00-10:30: Anna Schlundt <i>Smart and innovative zinc-free anti-corrosives</i>
11:30-12:00: Thomas Sowade <i>HEUCODUR® Green 630 - a labeling-free yellow shade Spinel Green (PG50) pigment</i>	11:30-12:00: Alexander Wörndle <i>Safer Color Concentrates for Energy Cured Paints</i>	11:30-12:00: Maram Salem <i>Unlock the possibilities of colorants - Enhancing wood coatings for all applications</i>
13:30-14:00: Jörg Horak <i>Biocide-free tinting pastes for decorative paints</i>	13:30-14:00: Thomas Lindner <i>Product Carbon Footprint (PCF) and Scope 3 challenges within our supply chain</i>	13:30-14:00: Thomas Ivanschitz <i>Pigment solutions for your sustainable powder coatings</i>
15:30-16:00: Maram Salem <i>Save energy and stay green with next generation pigments</i>	15:30-16:00: Thomas Ivanschitz <i>Performance colorants for traffic paints and area markings</i>	14:30-15:00: Alexander Wörndle <i>Slim your yellow coatings</i>

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BRIGHTER LIFE.

Heubach's Product Presentations & Experts Corner Presentations at the European Coatings Show 2023. (Image: Heubach)



Heubach's ECS 2023 key visual visualizing our most important colors which are an essential part of our Heubach logo. (Image: Heubach)

GLOBAL MEDIA RELATIONS

Tanja G uthlin
+41 61 469 67 94
tanja.guethlin@clariant.com

CORPORATE MEDIA RELATIONS

Daniela Lackner
Phone +41 79 3485690
daniela.lackner@heubach.com

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About Heubach Group

With a tradition of delivering excellence that stretches back over 200 years, the Heubach name is synonymous with innovation, attention to customer needs and reliability in creating colors. Today's Heubach is a global industry leader in the field of organic, inorganic and anti-corrosive pigments, pigment preparations, dyes and specialty materials. With a global manufacturing footprint including 19 facilities around the globe, Heubach is committed to a reliable supply of high-quality materials to meet customers demanding production environments. Sustainability is a part of the Heubach DNA. With our extensive product portfolio, advanced technologies, global manufacturing sites, and secure supply chains, we deliver industry-leading, best-in-class products to brighten the lives of customers, wherever they are. Heubach generates approximately EUR 1 billion in annual sales. For more information, please visit www.heubach.com.

Press release and photography can be downloaded from www.PressReleaseFinder.com.

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