

## Fantastic colours: ROWA Lack develops new ROWALID® products

Pinneberg/Germany, April 8th, 2015 - ROWA Lack has expanded its product range of ROWALID® PVC pigment preparations with shades of yellow, green and black.

**ROWALACK** 

The ROWALID® products are highly concentrated single-pigment preparations incorporated into a PVC carrier system. ROWALID® PVC preparations are manufactured using a special process that maximises pigment distribution to a degree that cannot be achieved using conventional dispersion methods.

In today's economic climate, which is becoming increasingly complex and requires very discriminating procedures, simple handling of products is a particular advantage. The product is delivered as a "micro-powder" with a defined range of grain sizes that provides a wide compatibility spectrum. The highly concentrated pigment dispersions also guarantee a high colour strength and transparency. In contrast to pure pigments, these preparations do not need complicated dispersing techniques in order to achieve a speck-free distribution and maximum colour strength. Customers will find colourising their products is easy using ROWALID® preparations.

| ROWALID® PVC-pigment preparations |   |                 |  |
|-----------------------------------|---|-----------------|--|
| Product name                      | Colour Index                                | Pigment content |  |
| ROWALID® PPY 4019                 | Yellow 110                                  | 50%             |  |
| ROWALID® PPY 4554                 | Yellow 138                                  | 50%             |  |
| ROWALID® PPY 4646                 | Yellow 139                                  | 50%             |  |
| ROWALID® PPG 652                  | Green 7                                     | 50%             |  |
| ROWALID® PPK 4647                 | Black 7<br>FDA / equates<br>21 CFR 178.3297 | 25%             |  |
| ROWALID® PPK 4693                 | Black 7                                     | 50%             |  |

ROWA Lack expands its standard range to yellow, green and black pigment preparations

The ROWALID® PVC pigment preparations from ROWA Lack offer a standard range of colour shades with impressive properties. In collaboration with their customers and based on individual requirements, ROWA Lack can also develop special products for particular projects, for example, by varying the type of pigments and their content.

Visitors to ECS 2015 can obtain more information on the product range at **Stand No. 1-609**. ROWA Lack is looking forward to meeting plenty of visitors.

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Text approved - Specimen copy requested

**About the ROWA Lack:**

The ROWA Lack GmbH was established in 1958 and is a partner in the ROWA GROUP of companies. The brand ROWA stands for technical competence, modern product design and customer oriented service the world over. Tailored customer solutions are part of the ROWA tradition and are a matter of course! The development of new products, the search for alternative raw materials and the constant and sustained optimisation of our processes, coupled with modern technology, motivated employees and economical environment protection enjoy the highest priority in our company. In 2010 the ROWA GmbH has been renamed into the ROWA GROUP Holding GmbH and the departments Masterbatch and Lack were newly formed as ROWA Masterbatch GmbH und ROWA Lack GmbH specialist division: Special Lacquer Systems and Top Coats.

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