

ROWA Masterbatch is following the trend

Pinneberg/Germany, March 10th, 2015 - Earthy, smoky and warm - Marsala, named after the Italian fortified wine from Sicily - was selected by trend experts to be the PANTONE Color of the Year 2015. ROWA Masterbatch has added it to its range as "ROWALID® Marsala" and can supply polymer-specific colour concentrates to suit the individual requirements of its customers.



The trend scouts take their inspiration not only from art exhibitions and the latest films, but also from tourist destinations and sporting events. This trend colour, number 18-1438, enriches our mind, body and soul, exuding confidence and stability.

The dark red-brown is powerful and stylish, yet natural at the same time - the perfect colour for design elements, fashion and cosmetic products. In the coming months, Marsala will find increasing use in interiors and industrial design.

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Text approved - Specimen copy requested

About ROWA Masterbatch GmbH:

The ROWA 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 Lack and Masterbatch were newly formed as ROWA Lack GmbH and ROWA Masterbatch GmbH specialist division: Colour and additive masterbatches.

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