

New premium black pigments from LANXESS for the coloration of concrete

Elegance in black

Leverkusen – Specialty chemicals company LANXESS, one of the leading manufacturers of synthetic iron oxide pigments, has expanded its portfolio of black pigments for the coloration of concrete. The new powder grade Bayferrox TP LXS 5253 and Bayferrox TP LXS 5255 granules bridge the gap between the standard black grades from LANXESS and the premium pigments Bayferrox 360 and Bayferrox 365 GP. They are of particular interest wherever long-lasting black with an intense blue undertone is desired.

Expansion of the proven Bayferrox black range

When LANXESS introduced the powder pigment Bayferrox 360 in 2007, it enabled the construction materials industry for the first time ever to produce a concrete with a deep black coloration featuring long-lasting weather stability. This was followed in 2008 by the market launch of Bayferrox 365 GP premium granules, which enable even more brilliant blacks. “So far, however, it has not been possible to produce iron oxide blacks with a deep blue undertone, even with extremely high pigment concentrations. Now our new Bayferrox TP LXS 5253 and Bayferrox TP LXS 5255 grades can help,” says Lutz Kohnert, head of the Inorganic Pigments (IPG) business unit's Global Competence Center Construction. He adds, “Our customers can draw on our technical expertise to help them choose the right black shade for their projects and products from our comprehensive portfolio.”

As with the Bayferrox black pigments available previously, the new Bayferrox TP LXS 5253 powder pigment can be used in all construction material coloration applications. Because it has a higher tinting strength and a significantly stronger blue undertone, it

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produces a distinctive shade that sets it apart from standard iron oxides. Besides the elegant shade and high tinting strength, it also offers all the concrete-related benefits of the proven Bayferrox line. The pigment is certified to meet all requirements of the European standard DIN EN 12878. The low content of water-soluble salts makes the product ideally suited for use in reinforced concrete.

The new Bayferrox TP LXS 5255 is a free-flowing, low-dusting iron oxide black. Supplied as granules, it offers customers optimal processing properties. The product's properties have been specially tailored for the coloration of construction materials, making it suitable for use in many construction materials coloration applications. Bayferrox TP LXS 5255 is also characterized by its special shade. It has a much higher tinting strength and a significantly stronger blue undertone than conventional iron oxide black granules.

LANXESS is presenting the new grades to the trade public for the first time at Bauma 2013, the international construction machinery trade fair taking place in Munich from April 15th to 21st.

Black is in vogue

“One of the main growth drivers for our sector is the megatrend of urbanization. The construction, plastics and paint and coatings industries all benefit from this trend. People are flocking to cities, and ever larger urban conurbations are springing up. Furthermore, although urban planning originally had an entirely utilitarian focus and was geared solely towards creating space, modern approaches are increasingly taking aesthetic dimensions into account, too. Architects are thinking about how they can make concrete more attractive, and sooner or later they come across our pigments. Whether paving stones, roofing tiles, wall paint, laminates or artificial grass, colorful objects that don't require extensive maintenance and are produced on a sustainable basis are in greater demand than ever before,” says Jörg Hellwig, head of the IPG business unit.

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As Kohnert knows, coloring concrete black has been a trend in architecture and landscaping for a considerable time now. “When talking with customers, trade fair visitors or planners, it becomes very clear that deep black shades are enjoying growing popularity in all regions. Gray, cold and boring – that’s history,” says the construction materials expert. “Concrete’s image has undergone a fundamental change from the material used in the architectural atrocities of the past to a creative material providing great freedoms to construction materials producers, architects and builders.” Thanks to suitable pigments, this applies to not just the architectural, but also the color design of the concrete.

Bayferrox iron oxide pigments from LANXESS have proven effective in this application for nearly 90 years and are an established product throughout the world. The majority of the inorganic color pigments produced worldwide are used for the fabrication of concrete goods such as paving stones, roofing tiles and sidewalk slabs. But even the manufacturers of precast concrete and ready-mix concrete are increasingly using inorganic pigments to color the versatile and economical construction material. The ecologically safe products are extremely weather-stable, extremely well fixed in the construction material, cement-resistant and economical. They are also available in a wide range of colors and supply forms.

Detailed information can be found on the Internet at www.bayferrox.com.

The IPG business unit belongs to LANXESS’ Performance Chemicals segment, which achieved total sales of EUR 2.13 billion in fiscal 2011.

LANXESS is a leading specialty chemicals company with sales of EUR 8.8 billion in 2011 and currently around 17,100 employees in 31 countries. The company is currently represented at 48 production sites worldwide. The core business of LANXESS is the development, manufacturing and marketing of plastics, rubber, intermediates and specialty chemicals. LANXESS is a member of the leading sustainable indices Dow Jones Sustainability Index (DJSI) World and FTSE4Good as well as the Carbon Disclosure Leadership Index (CDLI).

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News Release

Leverkusen, March 8, 2013
kaw (2013-00021e)

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