

Press Release

LASERSAFE – A NOVEL LASER MARKING PIGMENT

THE ECKART-EFFECT AT THE K2007 - HALL 5, STAND G28

Düsseldorf, 24 October 2007. ECKART, the worldwide leader in the manufacture of effect pigments, will again participate in the K2007 as a competent and innovative technology and consulting partner for all issues related to effect pigment plastics colouring. Sector professionals can experience our latest technical developments and application ideas at Stand G28 in Hall 5. This year, our presence at the Fair follows the motto "The ECKART effect – turns K into style".

This year, ECKART's most fascinating innovation is LASERSAFE. LASERSAFE consists of ultra-fine aluminium pigment pellets that can be processed in all thermoplastic polyolefin plastics. In its normal state the carrier material appears entirely transparent, yet it can be quickly and precisely inscribed using laser radiation. Customised graphics and texts with crystal-clear lines and even photographs become visible in the plastic – with just the smallest amounts of concentrate.

Professionals will find out all about how bright accents can be optimised for brightness, brilliancy and opacity when they attend our MASTERSAFE® Micropellets presentation. These dust-free and free-flowing pellet-shaped pigment preparations have outstanding storage stability as well as optimal extrusion processing characteristics and are easily dispersible.

Last but not least, Phoenix® pearlescent pigments also provide first-class design options, ranging from silver white via iridescent interference colours to earth tones and combination gold colours. In addition, they have excellent thermal stability and are singularly suited for use in food and toy packaging.

About ECKART

ECKART is a leading global manufacturer of metallic and pearlescent pigment worldwide. Based in Fuerth, Germany, and with approximately 1,800 employees to date worldwide, the company develops, produces and sells metallic and pearlescent pigments in powder, paste and pellet form, as well as concentrates, dispersions and printing inks. ECKART products are used in the graphic arts industry, the coatings and paints industry, the plastics and foam mortar industry and in cosmetics. ECKART is currently represented in over 70 countries. The company is a member of ALTANA AG.

Please find more information on the company and its products on our websites www.eckart.net

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