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## News Release

May 11, 2015

### **Revolution in Rotomolding: Merck KGaA, Darmstadt, Germany, Develops Iriodin® RMP for Enhancing Decorative Rotational Molded Products**

- **Innovative preparations based on the classic Iriodin® pigment**
- **Pioneer in attractive rotational molded products**
- **Four high-quality products to be launched**

Darmstadt, Germany, May 11, 2015 – Merck KGaA, Darmstadt, Germany, a leading company for innovative and top-quality high-tech products in the healthcare, life science and performance materials sectors, is revolutionizing rotational molding, “rotomolding” for short. With Iriodin® RMP, the innovative preparations based on classic Iriodin®, the company is making something possible that was previously impossible: giving rotomolded plastic parts an attractive pearl luster effect. With four products initially, Merck KGaA, Darmstadt, Germany, is paving the way for creative plastics manufacturers and designers to capture additional markets for innovative products: hollow plastic bodies with brilliant color effects.

#### **Unclouded, fascinating pearl luster**

Standard products with a focus on function have dominated the rotomolding markets until now: large-sized hollow bodies such as water tanks, trash containers, rain barrels and recycling bins. Attempts to enhance rotomolded products with decorative pearl luster effects have consistently failed. The particles did not blend with the basic polymer as



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desired, but were concentrated on the inside of the product or unevenly distributed. No two parts resembled each other.

With Iriodin® RMP, Merck KGaA, Darmstadt, Germany, has succeeded in processing pearl luster pigments for rotomolding applications such that reliable results are achieved. The preparations can simply be incorporated into the polymer, without affecting the production time. The particles disperse evenly and give the entire end product its characteristic and fascinating pearl luster.

### **Four strong pigment preparations for innovative products**

Four pigment preparations are being launched initially, with more expected to follow. Iriodin® 119 WAY RMP (Polar White) captivates with its silver-white pearl luster effect and excellent resistance against weathering effects and yellowing. By contrast, Iriodin® 6163 RMP (Icy White Shimmer) offers an even more intensive glitter effect combined with all the advantages of a synthetic substrate. Iriodin® 305 RMP (Solar Gold) gives plastics a touch of luxury, while Iriodin® 504 RMP (Red) makes red stylings possible.

The new series raises the procedure to new dimensions, thus capturing completely new markets. For the first time, Iriodin® RMP allows designers to create decorative hollow bodies with impressive effects in the rotation process that unite form, function and attractive design. There are virtually no limits to the imagination with regard to potential new market segments for rotomolding: With Iriodin® RMP, the design of flower pots or rain barrels, chairs or seat cubes, lamps, canoes or balls, buoys and floating docks can be imaginative, appealing and individualized.

With Iriodin® RMP, Merck KGaA, Darmstadt, Germany, is once again underscoring its leading market position in the field of pearl luster pigments – and giving rotomolding a completely new twist.

You can order the photo material in this news release simply by e-mailing [pm\\_communications@emdgroup.com](mailto:pm_communications@emdgroup.com).



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**Effect pigments from Merck KGaA, Darmstadt, Germany:** Merck KGaA, Darmstadt, Germany, is one of the world's leading suppliers of effect pigments for the coatings, plastics, printing, cosmetic, food and pharmaceutical industries. Effect pigments underscore the emotional impact of color and are an important design element when creating surfaces with special impressions or qualities. Application possibilities range from cars to packaging and high-tech products up to building facades. In addition to decorative effect pigments, we offer pigments that also have functional applications such as heat-reflecting or anti-counterfeiting pigments.

Merck KGaA of Darmstadt, Germany, is a leading company for innovative and top-quality high-tech products in healthcare, life science and performance materials. The company has six businesses – Biopharmaceuticals, Consumer Health, Allergopharma, Biosimilars, Life Science and Performance Materials – and generated sales of € 11.3 billion in 2014. Around 39,000 employees work in 66 countries to improve the quality of life for patients, to foster the success of customers and to help meet global challenges. Merck KGaA, Darmstadt, Germany, is the world's oldest pharmaceutical and chemical company – since 1668, the company has stood for innovation, business success and responsible entrepreneurship. Holding an approximately 70% interest, the founding family remains the majority owner of the company to this day. Merck KGaA, Darmstadt, Germany holds the global rights to the Merck name and brand. The only exceptions are Canada and the United States, where the company operates as EMD Serono, EMD Millipore and EMD Performance Materials.

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