

News Release

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Xirallic® NXT Cougar Red: The mysterious color-intense pigment innovation from Merck KGaA, Darmstadt, Germany

- **Powerful brilliance for interior and exterior coatings**
- **Fourth pigment in the Xirallic® NXT series following Panthera Silver, Leonis Gold and Tigris Blue**

Darmstadt, Germany, December 15, 2016 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, is presenting its latest pigment development: Xirallic® NXT Cougar Red. It is the fourth product of the Xirallic® NXT brand under which Merck KGaA, the market leader in Al₂O₃-based pigments, is establishing a new series that calls to mind the beauty and fascination of wild cats. Panthera Silver creates a metallic shimmer, Leonis Gold an interplay of color and extraordinary sparkle, and Tigris Blue a special intensity and brilliance. Now follows Cougar Red with a spectacular bluish red and lively sparkle.

“The mysterious appearance of the cougar and its powerful elegance gave the pigment innovation its name,” explains Alexander Peters, Global Marketing Manager Decorative Pigments at Merck KGaA, Darmstadt, Germany. “Xirallic® NXT Cougar Red convinces in red stylings through its high chroma, attractive flop behavior and brilliant red sparkle.” The red crystalline pigments, used alone or in combination with Colorstream® Lava Red and Meoxal®, impart a mysterious magic with an intense sparkle to automotive, plastic, industrial and powder coatings. In addition, they open up a broad spectrum of possible red shades – from dominant-fascinating to elegant-mysterious. The newcomer’s powerful brilliance gives even more depth to black automotive coatings, with a fascinating interplay of colors.

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Merck KGaA

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Like all pigments of the Xirallic® NXT series, Xirallic® NXT Cougar Red is suitable for interior and exterior coatings and for creative combination with other color and effect pigments.

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 a special appearance or quality. Application possibilities range from cars to packaging and high-tech products up to building façades. In addition to decorative effect pigments, Merck KGaA, Darmstadt, Germany, offers pigments that also have functional applications such as heat-reflecting or anti-counterfeiting pigments.

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About Merck KGaA, Darmstadt, Germany:

Merck KGaA, Darmstadt, Germany, is a leading science and technology company in healthcare, life science and performance materials. Around 50,000 employees work to further develop technologies that improve and enhance life – from biopharmaceutical therapies to treat cancer or multiple sclerosis, cutting-edge systems for scientific research and production, to liquid crystals for smartphones and LCD televisions. In 2015, Merck KGaA, Darmstadt, Germany, generated sales of € 12.85 billion in 66 countries.

Founded in 1668, Merck KGaA, Darmstadt, Germany, is the world's oldest pharmaceutical and chemical company. The founding family remains the majority owner of the publicly listed corporate group. Merck KGaA, Darmstadt, Germany, holds the global rights to the Merck KGaA, Darmstadt, Germany, name and brand. The only exceptions are the United States and Canada, where the company operates as EMD Serono, MilliporeSigma and EMD Performance Materials.