

Evonik Offers New Comprehensive Reference Book and Tool to the Industrial Coatings Market

The Portfolio of Color® and CHROMA-CHEM® Color Identifier™

PARSIPPANY, N.J., January 6, 2010 – Evonik Degussa Corporation, the manufacturer of CHROMA-CHEM® industrial colorants, introduces the only all-inclusive color reference book for the industrial coatings market. The new Portfolio of Color® features over 2,760 colors at two sheen levels and the supporting formulations. Portfolio of Color® provides industrial coatings producers with the freedom to customize a unique color selection sales aid to meet their specific business requirements. For example, a customer can add their existing color collections and graphics for an additional charge. Portholes™ allow the user to position the target or coating sample behind the representative color chip to check for greater color accuracy.

The CHROMA-CHEM® Color Identifier™ is a hand-held device which speeds the process of color selection in the field. It reads the target or substrate color and then locates the closest acceptable color match in the Portfolio of Color® book. The unit displays three potential matches – good, better, best – for the user to choose from.

“The Portfolio of Color® and the Color Identifier™ were intentionally designed to offer speed and ease in color choice, identification and formulary support,” said Steve Riccardi, Marketing Director of Industrial Colorants NAFTA for Evonik. “Coupled with the unmatched quality and consistency of CHROMA-CHEM® industrial colorants, these new tools provide the industrial coatings market with flexibility and speed to increase efficiency, growth and profitability.”

Evonik is the largest independent colorant manufacturer in the world, committed to providing the paint and coatings industry with the best technology available to meet, and in most cases, exceed all environmental standards.

For more information on the Portfolio of Color® and the CHROMA-CHEM® Color Identifier™ visit www.evonik.com/chroma-chem or contact Evonik at 973-541-8923.

Company information

Evonik Industries is the creative industrial group from Germany which operates in three business areas: Chemicals, Energy and Real Estate. Evonik is a global leader in specialty chemicals, an expert in power generation from hard coal and renewable energies, and one of the largest private residential real estate companies in Germany. Our strengths are creativity, specialization, continuous self-renewal, and reliability. Evonik is active in over 100 countries around the world. In its fiscal year 2008 about 41,000 employees generated sales of about Euro 15.9 billion and an operating profit (EBITDA) of about Euro 2.2 billion. www.evonik.com/northamerica

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