

# QUALITY COMPLETES.



## Shade card – Bayferrox® NEW RED pigments

Discover a new generation of iron oxide pigments for paint and coating applications.

**BAYFERROX®**  
Color for Life.

**NEW RED**

**QUALITY WORKS.**

**LANXESS**  
Energizing Chemistry

# NOW AVAILABLE

## BAYFERROX® NEW RED PIGMENTS

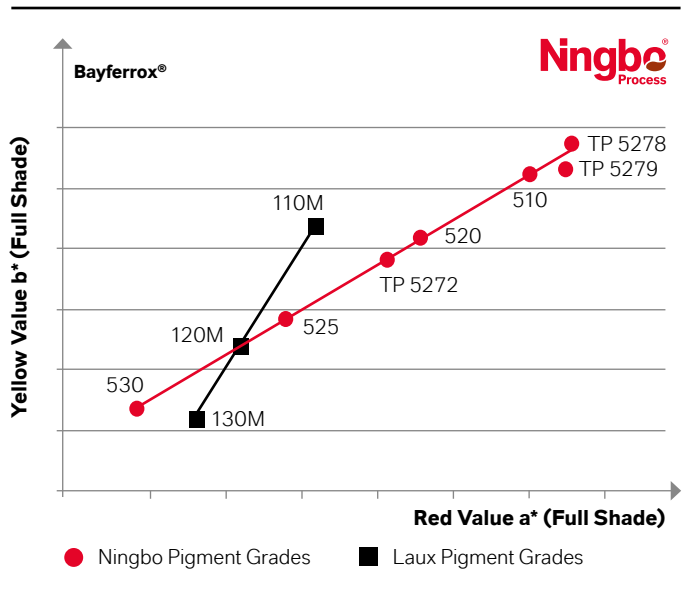
At LANXESS we strive to improve even the widest product portfolio on the market! Thanks to our Bayferrox® NEW RED pigments range, we now offer the full spectrum of red iron oxides for high-quality paint and coatings applications.

As a true one-stop-shop supplier LANXESS is setting a new benchmark. From distinct bluish shades to our new particularly bright, yellow-shade red pigments – we deliver a complete solution for red iron oxide consumers.

This is made possible through the development of our NEW RED pigments. All products in this Bayferrox® 500 series are made exclusively using the Ningbo Process®, which is based on patented technology and applied for the first time at our production site in Ningbo, China. This advanced production process not only ensures a considerable extension of our product offering but also provides unique benefits for leading paint and coatings producers.

- Verifiable compliance to the highest environmental standards, e.g. in terms of water treatment, exhaust gas cleaning and energy consumption
- Consistently high quality, in line with the global Bayferrox® standard
- Sufficient production capacity to provide a high level of supply security on a global scale

As a complement to the classic Laux Process – which LANXESS has been utilizing at our Krefeld-Uerdingen site in Germany for more than 90 years – the Ningbo Process® rounds off the existing portfolio with unique red pigments in the yellow-shade and medium-shade color spaces (see figure 1 below).



**Figure 1:** New color spaces – made with the Ningbo Process® the NEW RED pigments of the Bayferrox® 500 series include particularly yellow-shade and medium-shade red iron oxide pigments, shown here in comparison to some of the most popular grades made with the Laux process.

Grade	Color Tolerance			Product Benefits
	Full Shade dEab*	Reduction dEab*	Relative Tinting Strength (%)	
<b>Bayferrox® Yellow-Shade Reds</b>				
TP 5278	<1	<1	100 +/- 5	<ul style="list-style-type: none"> <li>■ High chromaticity and tinting strength</li> <li>■ Good optical appearance with respect to gloss and haze</li> <li>■ Optimized milling parameters for easy dispersibility even at low shear energy input</li> </ul>
TP 5279	<1	<1	100 +/- 5	
510	<1	<1	100 +/- 5	
<b>Bayferrox® Medium-Shade Reds</b>				
520	<1	<1	100 +/- 5	<ul style="list-style-type: none"> <li>■ Excellent compatibility with formulation ingredients like fillers, extenders and resin binders</li> <li>■ Potential to formulate at high loadings with optimized viscosity performance</li> <li>■ Easy adoption of surface agents to ensure low sedimentation tendency and optimized long term stability in final system</li> </ul>
TP 5272	<1	<1	100 +/- 5	
525	<1	<1	100 +/- 5	
530	<1	<1	100 +/- 5	

**Figure 2:** All products at a glance – the Bayferrox® 500 series for paint and coatings applications offers a variety of red grades with very tight color specifications and exceptional product features.

# NEW COLOR SHADES FOR PAINTS AND COATINGS

	Full Shade	Reduction (1:5 with TiO <sub>2</sub> )
BAYFERROX® TP 5278		
BAYFERROX® TP 5279		
BAYFERROX® 510		
BAYFERROX® 520		
BAYFERROX® TP 5272		
BAYFERROX® 525		
BAYFERROX® 530		

The samples of full and reduced shade correspond to the coloring behavior in Setal A F48 (medium-oil alkyd resin) with PVC 10% reduction 1:5 with titanium dioxide Sachtleben® R-KB 2. The color of pigments depends amongst other things on the chosen binder system.

The color samples of the pigments are printed images of draw-downs and may show slight deviations from the original shades.



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#### **Health and Safety Information**

Appropriate literature has been assembled which provides information concerning the health and safety precautions that must be observed when handling the LANXESS products mentioned in this publication. For materials mentioned which are not LANXESS products, appropriate industrial hygiene and other safety precautions recommended by their manufacturers should be followed. Before working with any of these products, you must read and become familiar with the available information on their hazards, proper use and handling. This cannot be overemphasized. Information is available in several forms, e.g. material safety data sheets, product information and product labels. Consult your LANXESS representative in Germany, or contact the Regulatory Affairs and Product Safety Department of LANXESS Germany or – for business in the USA – the LANXESS Regulatory Affairs and Product Safety Department in Pittsburgh, Pennsylvania.

#### **Regulatory Compliance Information**

Some of the end uses of the products described in this publication must comply with applicable regulations, such as those of the FDA, BfR, NSF, USDA and CPSC. If you have any questions on the regulatory status of these products, please consult your LANXESS representative in Germany, or contact the Regulatory Affairs and Product Safety Department of LANXESS Germany or – for business in the USA – your LANXESS Corporation representative, the LANXESS Regulatory Affairs Manager in Pittsburgh, Pennsylvania. The manner in which you use and the purpose to which you put and utilize our products, technical assistance and information (whether verbal, written or by way of production evaluations), including any suggested formulations and recommendations, are beyond our control. The same applies to suggested formulations and recommendations. Therefore, it is imperative that you test our products, technical assistance and information to determine to your own satisfaction whether they are suitable for your intended uses and applications. This application-specific analysis must at least include testing to determine suitability from a technical as well as a health, safety and environmental standpoint. Such testing has not necessarily been done by us. Unless we otherwise agree in writing, all products are sold strictly pursuant to the terms of our General Conditions of Sale and Delivery. All information and technical assistance is given without guarantee and is subject to change without notice. It is expressly understood and agreed that you assume and hereby expressly release us from all liability, in tort, contract or otherwise, incurred in connection with the use of our products, technical assistance and information. Any statement or recommendation not contained in this brochure is unauthorized and shall not bind us. Nothing herein shall be construed as a recommendation to use any product in conflict with industrial property rights such as patents covering any material or its use. No license is implied or in fact granted under the claims of industrial property rights such as patents.

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