LANXESS Inorganic Pigments benefit from urbanization trend in China

Shanghai – LANXESS Greater China achieved the best quarter in history for its inorganic pigments business in the second quarter of 2010 when the sales volume at LANXESS Shanghai Pigments Co., Ltd. increased by more than 40 percent compared to the same quarter of 2009 and by 25 percent compared to the first quarter of 2010. The manufacturing site of LANXESS Shanghai Pigments Co., Ltd. in Taopu, Shanghai, is running at a very high capacity level at the moment and has reached a record production output in the second quarter 2010 in order to fulfill the increased market demand especially in the high quality segments.

Next to the production site for product synthesis in Jinshan, Taopu is the mixing and milling facility of LANXESS Inorganic Pigments in China. Taopu has been in operation since 1997. It manufactures high grade iron oxide pigments of the world renowned Bayferrox® brand and offers the full color range of red, yellow, black, orange and brown.

“LANXESS gains a competitive edge from its consistent quality and value added solutions,” explained, Dr. Wolfgang Oehlert, Vice President of LANXESS Inorganic Pigments business unit in Asia Pacific. LANXESS Shanghai Pigments Co., Ltd has achieved the ISO-9001 in 1998 and ISO14001 in 2005. “Holding these certificates, we guarantee a consistently high quality production with material safety data sheets, product traceability and safe logistics services to meet the highest expectations of our customers.”

The inorganic pigments market is currently growing worldwide. One factor boosting growth is the rise of mega-trends like urbanization. This trend is associated with construction as well as paints and coatings.

“Inorganic pigments are nowadays indispensable when it comes to finding solutions to high light-fastness, good weather stability and chemical resistance. And this means business opportunities for LANXESS,” explained Oehlert.
LANXESS Inorganic Pigments enjoy a decades-long record of performance for the coloration of concrete, paints and coatings, paper, plastics, toner and other applications. The Inorganic Pigments business unit belongs to the Performance Chemicals segment, which achieved total sales in fiscal 2009 of EUR 1,530 million.

LANXESS is a leading specialty chemicals company with sales of EUR 5.06 billion in 2009 and currently around 14,400 employees in 23 countries. The company is represented at 42 production sites worldwide. The core business of LANXESS is the development, manufacturing and marketing of plastics, rubber, intermediates and specialty chemicals.

Forward-Looking Statements
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Information for editors:

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Information on chemical products from LANXESS can also be found in our Web Magazine at http://webmagazine.lanxess.cn.