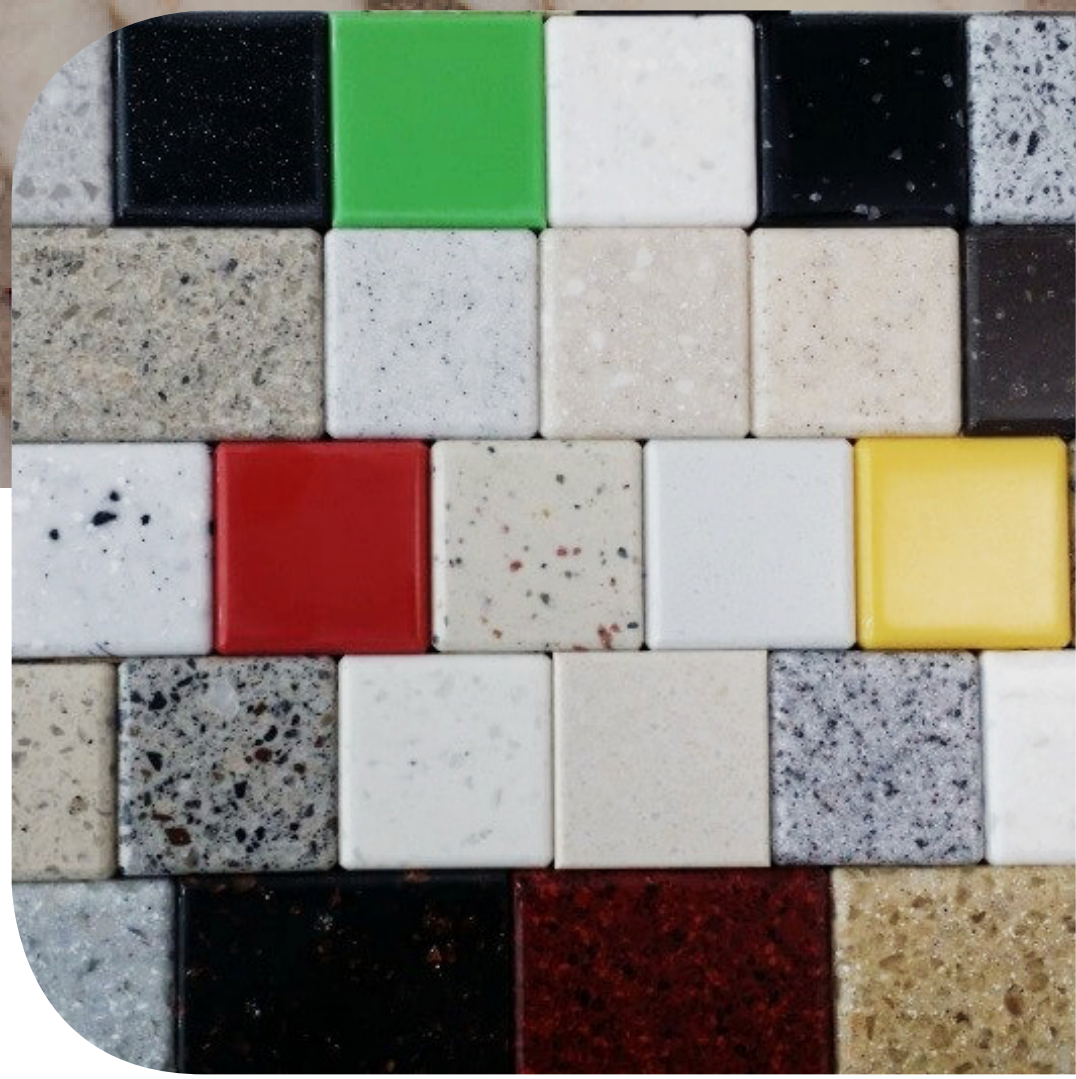


Discover Value **LIQUID MASTERBATCHES FOR SOLID SURFACES**

Exploring new and innovative dimensions in design, flexibility and performance with brand owners and plastics processors. Clariant developed Liquid Masterbatches for application in solid artificial marble.



An emerging market for solid surface in commercial and industrial settings, where its non-porous characteristics, combined with durability, renewability and formability make it the material of choice for many designers and architects. Also appealing is the wide range of colors and textures, as well as the ability to custom-color the material for large projects.

Solid surfaces are non-porous low-maintenance material used for surfaces such as countertops. It can mimic the appearance of granite, marble, stone, and other naturally occurring materials, and can be joined nearly invisibly by a trained craftsman.

WHAT DOES OUR PRODUCT DO?

Clariant developed liquid colorants for artificial marble to cater to a new market in India. The purpose of these Masterbatches are to color artificial marble. HiFormer™ are in liquid form and it is easier for the dispersion of pigments into specific carrier and give bright colors and ease to handle.

HOW DOES OUR PRODUCT OFFER AN INNOVATIVE EDGE?

Usually, powder pigments are used to color artificial marble but powder pigments face issues like dust, uneven dispersion, handling etc. Liquid Masterbatches is in liquid form and it is easier for the dispersion of pigments into specific carrier and gives bright colors and ease in handling.

IS OUR PRODUCT PROMISING A SUSTAINABLE ADVANTAGE?

This is an example of value addition of a product to fulfill the customers' needs. Our product offers seamless installation, it is extremely durable, nonporous, hygienic, avoids dust and further penetrating into more market areas (example consumer goods, solid surface or artificial marble have applications in office furniture, wash basins, kitchen furniture) thereby widening Clariant's product portfolio.