

### Strong partner for coloring concrete

- **LANXESS at the bauma 2019 in Munich, April 8 to 14, 2019, Hall B1, booth 124**
- **Extensive pigment expertise in modern concrete applications**
- **Sustainable building with Bayferrox iron oxide pigments**

**Cologne** – Specialty chemicals company LANXESS will be showcasing its extensive pigment portfolio for coloring of construction materials together with distributor Harold Scholz & Co. GmbH at the bauma in Munich from April 8 to 14, 2019. It is the largest international meeting place and most important multiplier for the industry. Here, LANXESS will showcase its product solutions for sustainable building and its expertise in coloring concrete products. The company's Inorganic Pigments business unit (IPG) is the world's largest manufacturer of iron oxides and one of the leading producers of inorganic pigments based on chromium oxides.

#### The whole spectrum of pigment expertise

For decades, Bayferrox iron oxide pigments have been used reliably in all types of concrete materials. However, in more recent years, there have been many advancements in concrete technology. "New types of concrete such as self-compacting or ultra-high performance concrete are based on complex formulations, the components of which must be perfectly matched to meet requirements. This must also be kept in mind when iron-oxide pigments are used," says Oliver Fleschentraeger, Market Segment Manager Construction in the Inorganic Pigments (IPG) business unit at LANXESS.

LANXESS has extensive expertise in the production and handling of pigments as well as in the processing in concrete manufacturing. To continue to provide superior support for the technological development of its customers in the future, the company has invested around 1 million Euro in the further modernization of its application

#### LANXESS AG

Contact:  
Ilona Kawan  
Corporate Communications  
Spokesperson Trade & Technical  
Press  
50569 Cologne  
Germany

Phone +49 221 8885-1684  
ilona.kawan@lanxess.com

Page 1 of 5

laboratories for construction materials at its Krefeld-Uerdingen site in Germany and at Starpointe Burgettstown, Pennsylvania, in the USA.

“The technical service offering comprises extensive analyses regarding the colorimetric and physical pigment characteristics as well as their influence on concrete properties and rheological characteristics in customer-specific applications, which can be simulated under laboratory conditions,” explains Fleschentraeger. “In addition, we collaborate closely with raw material producers, equipment manufacturers, architects and universities in order to provide the best service for our customers,” continues Fleschentraeger.

### **High quality – and sustainable**

Bayferrox iron oxide pigments also support the requirements of sustainable building and improve the classification of construction materials manufactured in resource-preserving processes through rating systems such as LEED (Leadership in Energy and Environmental Design) and DGNB (German Sustainable Building Council). As a result, LANXESS is the only pigment producer in the world to be SCS-certified. The SCS Global Services, a renowned independent certification company, has confirmed the large proportion of recycled raw materials in the production process for LANXESS iron oxide pigments. “This provides the ideal basis for our customers to develop, manufacture and successfully sell sustainable construction materials worldwide,” says Fleschentraeger.

### **Reducing urban heat generation**

LANXESS pigments are also perfect solutions to the challenges of urban rebirth. More and more large cities are developing into heat islands with negative effects on health, well-being and climate. The “urban heat island effect” is mainly driven by the high number of enclosed and developed metropolitan areas. Reflective surface

#### **LANXESS AG**

Contact:

Ilona Kawan

Corporate Communications

Spokesperson Trade & Technical

Press

50569 Cologne

Germany

Phone +49 221 8885-1684

[ilona.kawan@lanxess.com](mailto:ilona.kawan@lanxess.com)

Page 2 of 5

materials – especially when used on roofs – can help to counter this effect.

With Bayferrox 303 T, LANXESS is offering a unique black pigment for coloring concrete roofing tiles. Compared with conventional black pigments, it reflects 20 percent more of the sun's infrared radiation. This means that the roofing tiles absorb less heat and have a surface temperature that is up to 8 °C lower. This results in a lower temperature inside the building, which improves the indoor climate and reduces energy consumption for air conditioning. This pigment type is also SCS-certified, and has a positive effect on the LEED scoring.

You can find more detailed information about LANXESS products used for concrete coloring on the website at [www.bayferrox.com](http://www.bayferrox.com).

LANXESS is a leading specialty chemicals company with sales of EUR 7.2 billion in 2018. The company currently has about 15,400 employees in 33 countries and is represented at 60 production sites worldwide. The core business of LANXESS is the development, manufacturing and marketing of chemical intermediates, additives, specialty chemicals and plastics. LANXESS is listed in the leading sustainability indices Dow Jones Sustainability Index (DJSI World and Europe) and FTSE4Good.

Cologne, April 5, 2019  
deu/kaw (2019-00019e)

### **Forward-Looking Statements**

This company release contains certain forward-looking statements, including assumptions, opinions, expectations and views of the company or cited from third party sources. Various known and unknown risks, uncertainties and other factors could cause the actual results, financial position, development or performance of LANXESS AG to differ materially from the estimations expressed or implied herein. LANXESS AG does not guarantee that the assumptions underlying such forward-looking statements are free from errors nor does it accept any responsibility for the future accuracy of the opinions expressed in this presentation or the actual occurrence of the forecast developments. No representation or warranty (expressed or implied) is made as to, and no reliance should be placed on, any information, estimates, targets and opinions, contained herein, and no liability whatsoever is accepted as to any errors, omissions or misstatements contained herein, and accordingly, no representative of LANXESS AG or any of its affiliated companies or any of such person's officers, directors or employees accept any liability whatsoever arising directly or indirectly from the use of this document.

### **LANXESS AG**

Contact:  
Ilona Kawan  
Corporate Communications  
Spokesperson Trade & Technical  
Press  
50569 Cologne  
Germany

Phone +49 221 8885-1684  
[ilona.kawan@lanxess.com](mailto:ilona.kawan@lanxess.com)

Page 3 of 5

## News Release

### Information for editors:

All LANXESS news releases and their accompanying photos can be found at <http://press.lanxess.com>. Recent photos of the Board of Management and other LANXESS image material are available at <http://photos.lanxess.com>. TV footage can be found at <http://globe360.net/broadcast.lanxess/>.

You can find further information concerning LANXESS chemistry in our WebMagazine at <http://webmagazine.lanxess.com>.

**Follow us** on Twitter, Facebook, LinkedIn and YouTube:

<http://www.twitter.com/LANXESS>

<http://www.facebook.com/LANXESS>

<http://www.linkedin.com/company/lanxess>

<http://www.youtube.com/lanxess>

### LANXESS AG

Contact:

Ilona Kawan

Corporate Communications

Spokesperson Trade & Technical

Press

50569 Cologne

Germany

Phone +49 221 8885-1684

[ilona.kawan@lanxess.com](mailto:ilona.kawan@lanxess.com)

Page 4 of 5

### Images



#### LANXESS AG

Contact:

Ilona Kawan

Corporate Communications

Spokesperson Trade & Technical

Press

50569 Cologne

Germany

Phone +49 221 8885-1684

[ilona.kawan@lanxess.com](mailto:ilona.kawan@lanxess.com)

Page 5 of 5

With Bayferrox 303 T, specialty chemicals company LANXESS is offering a unique black pigment for coloring concrete roofing tiles. Compared with conventional black pigments, it reflects 20 percent more of the sun's infrared radiation. Reflective surface materials – especially when used on roofs – can help to counter the urban heat island effect. Photo: LANXESS AG



For decades, Bayferrox iron-oxide pigments from specialty chemicals company LANXESS have been used reliably in the coloring of concrete materials of all kinds. Photo: LANXESS AG