

PRESS RELEASE

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GABRIEL-CHEMIE
Gesellschaft m. b. H.
Industriestraße 1
2352 Gumpoldskirchen
Austria
Tel.: +43 2252 636 30-0
Fax: +43 2252 627 25-0
info@gabriel-chemie.com
www.gabriel-chemie.com

ZENEXO GoldenWhite WB 21YS A NEW SPECIAL STAR IN THE SKY OF EFFECT PIGMENTS

- Attractive metallic appearance can be achieved in coloured plastics
- Exceptional metallic luster supports the theme of metallization replacement
- Unique laser marking possibilities can be realized



@Gabriel-Chemie

In close cooperation with the masterbatch specialist Gabriel-Chemie Deutschland GmbH and Schlenk Metallic Pigments GmbH, it has once again been possible to reproduce a fantastic metallic look in plastics. The Masterbatch formulations developed by Gabriel-Chemie with the newly developed Zenexo GoldenWhite WB 21 YS show a special deep gloss and high-gloss surfaces in many polymers in the mass colouring. This performance has already been enthusiastically integrated into Gabriel-Chemie's trend colour series COLOUR VISION No. 21.

Dr. Frank J. Maile (SCHLENK, Global Technical Director BU EP), is convinced that this new development and the combination of the cooperation with Gabriel-Chemie, will offer very good opportunities in the plastics world.

Zenexo GoldenWhite is suitable for use in food and cosmetic packaging and will therefore excite packaging manufacturers and also branded goods producers, as its appearance will further support the topic of metallization replacement and enable new possibilities for plastic mass colouring.

Ulf Trabert, Corporate Business Development Manager Decorative Solutions at Gabriel-Chemie Group is enthusiastic about Zenexo GoldenWhite WB 21 YS and is convinced that this innovative pigment will be of great interest throughout the industry: „The result of the cooperation with Schlenk Metallic Pigments once again sets new standards in the field of metallization substitutes, of which we are very proud together.“

Schlenk Metallic Pigments GmbH

Barnsdorfer Hauptstrasse 5
DE - 91154 Roth-Barnsdorf
pigments@schlenk.de
www.schlenk.de

The Carl Schlenk Aktiengesellschaft is an internationally successful family enterprise. It was founded in 1879 and has its central headquarters in the Middle Franconian Barnsdorf in Roth near Nuremberg. SCHLENK employs about 900 members of staff worldwide and acts as a leading international manufacturer of metal powders, pigments and foils. As a holding it is divided into its two divisions Schlenk Metallic Pigments and Schlenk Metal Foils. As a global player it focuses on the business areas metal foils, coatings & plastics industries, printing & graphics industries, building material & chemical industries, and the materials industry.

GABRIEL-CHEMIE specialises in refining and colouring plastics. The company was founded in 1950 and is now one of Europe's leading masterbatch manufacturers. The independent, privately-owned group has its headquarter in Gumpoldskirchen in Austria, and operates further subsidiaries in Germany, Great Britain, Hungary, the Czech Republic, Poland, Italy, Spain, and Russia, where it employs approximately 600 people.