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**Sun Chemical to showcase latest innovations at European Coatings Show 2023**

**SOUTH NORMANTON, UK** – 8 February 2023 – Under the theme of ‘Experience. Transformation.’, [Sun Chemical](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.sunchemical.com%2Fnews-events%2F%3Futm_source%3DMedia%26utm_medium%3DPressRelease%26utm_content%3DMay2022%26utm_campaign%3DLabels&data=05%7C01%7Crharry%40adcomms.co.uk%7C5180ce8a36cf4792728508daa08efcc8%7C4ed3e69fbff14a35b4253801f8045f3f%7C0%7C0%7C637998833242205037%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Zbirm1Hky8fFYbdX1DbYSC94yMBwRv3HUg0FY1R8gYk%3D&reserved=0) will showcase its range of solutions at the European Coatings Show (Stand 448, Hall 3C, 28-30 March 2023). Solutions will be displayed from across Sun Chemical’s extensive offering for coatings, including pigments as well as its enhanced polymers and additives portfolio following the acquisition of SAPICI.

**Digital Tools for Pigments**

Sun Chemical’s [Pigment Finder and Pigment Viewer App](https://pgo.sunchemical.com/l/62722/2023-02-07/3vg979y) will be showcased on the stand, giving users fast and efficient online access to Sun Chemical’s entire pigment portfolio. With Sun Chemical’s digital visualization technology, users can experience effect and color pigments in a realistic format from various angles just as a physical sample under a shining light source. Through the established nongovernmental organization, One Tree Planted, Sun Chemical will plant a tree for each registered Pigment Finder account that is activated at or after the show and validated by 14 April 2023.

**Pigments and Additives for Protective and Decorative Coatings**

Sun Chemical’s [functional black](https://pgo.sunchemical.com/l/62722/2023-02-07/3vg97b2) pigment portfolio will be also demonstrated, including solutions for solar heat management. While dark surfaces with standard carbon black pigments intensively absorb solar energy and convert it to heat, **Sicopal®**, [**Xfast®**](https://pgo.sunchemical.com/l/62722/2023-02-07/3vg98cr) and **Spectrasense®** functional black can be used to formulate systems that reflect sun radiation and keep dark surfaces cool. Additionally, **Benda-Lutz® Zinc C** offers highest corrosion protection.

DIC’s newly launched cobalt free and VOC free drier [**DICNATE MV-130A**](https://pgo.sunchemical.com/l/62722/2023-02-07/3vg97br) will be an additive highlighted on the stand. This product offers efficient drying at very low dosage, low dark yellowing and excellent compatibility with secondary driers as well as matting agents and pigments.

**Pigments and Polymers for Automotive**

Sun Chemical´s functional black pigment portfolio also enables solutions for autonomous driving. Ideal for producing eye-catching designs, the [**eXpand!®**](https://pgo.sunchemical.com/l/62722/2023-02-07/3vg97bv) stir-in new range of pigments will be on display. The range offers exceptional color depth and provides sparkle and gloss effects when combined with effect pigments.

[**Lumina® Royal**](https://pgo.sunchemical.com/l/62722/2023-02-07/3vg97ck) effect pigments will also be showcased on the stand in a wide range of colors. The pigments are the ideal coating choices to address the growing trend toward higher chroma and brilliance stylings in automotive applications and beyond.

Offering maximum chroma and brilliant metallic effects for yellow-to-red premium colors, [**Paliocrom®**](https://pgo.sunchemical.com/l/62722/2023-02-07/3vg98cn) will be highlighted. Based on aluminum silver-dollar flake substrates, the product provides excellent hiding and extreme saturation while maintaining a smooth appearance in thin film applications.

[Polymer](https://pgo.sunchemical.com/l/62722/2023-02-07/3vg97cn) product highlights include the SAPICI **Bluepur®** and DIC **WATERSOL®** ranges of polyurethane dispersions, as well as DIC’s newly-developed **HYDRAN®** – a line of bio-based polyurethane dispersions for artificial leather, covering solutions for the skin, adhesive and coagulation layers. Furthermore, DIC’s **BURNOCK® PE 2133**, a new polyester which can improve flexibility and gloss in multiple coatings applications, will be showcased.

**Polymers and Additives for Adhesives and Specialties**

Sun Chemical will exhibit its extensive range of polymers and additives, including the [SAPICI portfolio](https://pgo.sunchemical.com/l/62722/2023-02-07/3vg97f8), for a wide field of coating and adhesive applications. This includes a broad offering of polymers such as acrylic, polyurethane and epoxy technologies, which offer state-of-the-art solutions for multiple industrial sectors ranging from automotive and architecture, to household and packaging.

Highlights from the SAPICI portfolio include the **POLURGREEN®** offering – low free monomer polyisocyanates and prepolymers (aromatic, mix aromatic aliphatic and aliphatic) – for a broad range of applications including coatings, adhesives, sealants, elastomers, castings and inks. The latest SAPICI development, and another on-stand highlight, is its newest range of bio-based polyisocyanates for a safer and sustainable future.

Sun Chemical´s latest ranges of polyurethane and acrylic dispersions for a wide variety of coating applications, such as automotive, general industry, industrial wood finishing or plastic coatings for 1k and 2k solutions, will also be showcased.

“We are delighted to be exhibiting at the European Coatings Show. The show offers a welcome opportunity to demonstrate how our range of transformative solutions can help customers deliver coatings with an exciting portfolio of color and polymers solutions with exceptional performance properties,” said Mehran Yazdani, president of Sun Chemical Packaging and Advanced Materials.

To learn more about Sun Chemical´s offering and attendance at ECS 2023 please visit: https://[pgo.sunchemical.com/ECS2023](https://pgo.sunchemical.com/l/62722/2023-02-07/3vg97fc).

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**ENDS**

**About Sun Chemical**

Sun Chemical, a member of the DIC Group, is a leading producer of packaging and graphic solutions, color and display technologies, functional products, electronic materials, and products for the automotive and healthcare industries. Together with DIC, Sun Chemical is continuously working to promote and develop sustainable solutions to exceed customer expectations and better the world around us. With combined annual sales of more than $8.5 billion and 22,000+ employees worldwide, the DIC Group companies support a diverse collection of global customers.

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