

## WE KNOW BLACK! CARBON BLACK FROM GRAY TO HIGHEST BLACKNESS

With more than 150 years of experience, we know that black is not just black. With its different shades and undertones, black is as multifaceted as the colors that make up the rainbow. For us, it is simply the most elegant, fascinating, and diverse color. This passion for carbon black translates into what we do each day—it is evident in the development of new products as solutions for our customers, in ensuring the quality of the products we make and in technically supporting our customers to find the optimum solution for their individual needs. Black is not a visible color, but an optical state in which practically no light reaches the sensory cells of the eyes. This means, the more light is absorbed, the blacker is black. May we introduce: an impressive light absorption value of 99.98% – our pigments make coatings super-black. Also, in blending with titanium dioxide or effect pigments, we provide a huge variety of carbon blacks meeting each desired performance. However, WE KNOW BLACK also implies that we know how to assess and to measure black. In close collaboration with BYK Gardner, our coloristic experts supported to develop a new state-of-the-art coloristic device meeting the hardest requirements to measure highest blackness reliable and reproducible.

Our Carbon black products withstand the stress of everyday life and perform even under hardest conditions. Their performance results from constantly striving for new innovations. This process is accompanied by optimizing our production and completed by an excellent technical support. Orion products are proven for everyday life!