

MEDIA RELEASE

# Clariant to present innovations in sustainability and performance at the American Coatings Show 2024

- Two product presentations will feature Clariant’s innovative solutions for improving the sustainability and performance of coatings, paints, and ink formulations
- Experts will be available at Booth 2846 to discuss customized wetting and dispersing agents and opportunities to collaborate with the “Industrial Applications Innovation Center” in Charlotte, NC
- Clariant representatives will introduce the new AddWorks® IBC 760 light and heat stabilizer for silyl modified polymers (SMP) sealants

**CHARLOTTE, NC, APRIL 29, 2024**

Clariant, a sustainability-focused specialty chemicals company, is excited to bring the company’s latest innovations to customers at the American Coatings Show 2024. Expert representatives will be spotlighting a variety of innovations to improve performance and reduce environmental footprints through bio-based ingredients, as well as opportunities for collaboration with Clariant specialists.

“Clariant is committed to helping the industry transition away from fossil carbon materials towards greener carbon alternatives,” commented Sebastian Prock, Head of Marketing & Application Development, Industrial Applications, Business Unit Care Chemicals. “The VITA portfolio offers 100% bio-based products and Clariant also has a new portfolio of additives to simplify the formulation of high-performance water-based coatings for industrial applications.”

The VITA product line offers fully segregated, 100% plant-based products, including polyglycols and ethylene oxide derivatives for use in paint and coatings production. Derived from bioethanol, these products are chemically equivalent to fossil-based analogs and show the same performance and efficiency, while significantly lowering carbon footprints compared to traditional materials. In addition, Clariant offers natural-origin wax products with at least 98% bio-based renewable content. These enhance coating aesthetics, durability, and manufacturing processes. Certified biomass balance-based TERRA options allow sustainable substitutions without compromising performance.

To help customers in the industrial coatings industry transition from solvent- to water-based formulations, Clariant has also developed a new portfolio of wetting and dispersing agents that produce low-viscous formulations while enhancing corrosion resistance and adhesion of the resulting coating. Clariant's team of experts are at customers' service to assist in the formulation and development of coatings to protect and enhance surfaces in varied industrial settings, such as shipping containers, trains, steel bridges, and construction equipment.

"We're also delighted to introduce the newest addition to Clariant's portfolio of light and heat stabilizers for SMP sealants: AddWorks IBC 760," commented Ray Gonzales, Head of Marketing Coatings & Adhesives, Business Unit Adsorbents and Additives. "This technology surpasses the performance of current benzotriazole-containing solutions in the market, and it offers improved protection against UV and thermal degradation."

Omya and Clariant have been jointly granted a European Patent for the AddWorks IBC 760 technology, an innovative label-free light and heat stabilizer solution for SMP sealants. This product offers improved processing and handling properties, while reducing the cracking and yellowing that typically occurs during exposure to strong sunlight or high temperature conditions. AddWorks IBC 760 is furthermore a safe and effective solution that meets the high standards of customers and the industry.

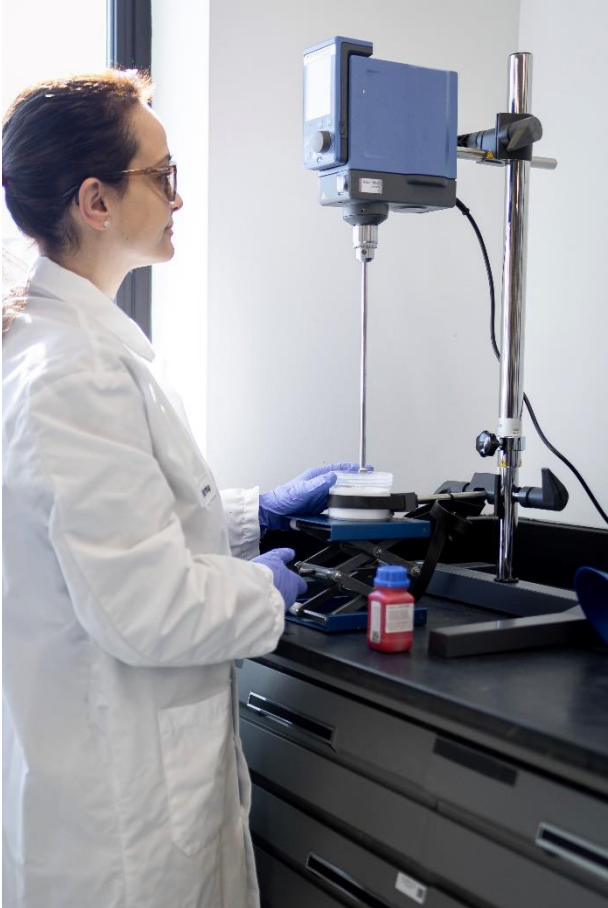
In addition, Clariant's "Industrial Applications Innovation Center" in Charlotte, NC is ready to collaborate with coatings manufacturers to jointly tackle technical challenges and compliance requirements. The state-of-the-art lab facilities feature specialized equipment including a spray booth, weathering chambers, and measurement instrumentation to test and optimize customer formulations. Experts at the center also support compliance testing for sustainability standards and emerging regulations.

Meet Clariant's experts at Booth 2846 to learn more about opportunities to collaborate and enhance customer success with innovative high-performing products and solutions that align with the evolving market demand. Product presentations will be at the following times:

Product Presentations:

- Tuesday April 30th, 2024 11:20-11:35am
- Wednesday May 1st, 2024 1:00-1:15pm

To view the complete details of Clariant's offering at the conference, please visit the website <https://www.clariant.com/en/Corporate/Events/2024/04/American-Coatings-Show-2024>.



The Industrial Applications Innovation Center enables Clariant to be more agile and collaborative with customers to solve formulation challenges and develop high performing more sustainable solutions.



The lab is equipped with state-of-the-art technology and resources to support paints and coatings formulators with high-performing products and solutions that can accelerate their success and meet the changing needs of the market.

## GLOBAL TRADE MEDIA RELATIONS

### Stefanie Nehlsen

Phone +41 61 469 63 63

[stefanie.nehlsen@clariant.com](mailto:stefanie.nehlsen@clariant.com)

## REGIONAL MEDIA RELATIONS

### Shelly Linkerhof

Phone +1 346 444 2041

[shelly.linkerhof@clariant.com](mailto:shelly.linkerhof@clariant.com)

Follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#).  
Read our latest [blog](#).

AddWorks® IS A TRADEMARK OF CLARIANT REGISTERED IN MANY COUNTRIES.

[www.clariant.com](http://www.clariant.com)

Clariant is a focused specialty chemical company led by the overarching purpose of "Greater chemistry – between people and planet." By connecting customer focus, innovation, and people the company creates solutions to foster sustainability in different industries. On 31 December 2023, Clariant totaled a staff number of 10 481 and recorded sales of CHF 4.377 billion in the fiscal year for its continuing businesses. Since January 2023, the Group conducts its business through the three Business Units Care Chemicals, Catalysts, and Adsorbents & Additives. Clariant is based in Switzerland.

The products described herein are for coatings use only. This media release may be accessible from various countries around the world and hence it may contain statements or product classifications not applicable to your country. Statements contained herein may not be applicable to products regulated by the US FDA or Health Canada.

This information corresponds to the present state of our knowledge and is intended as a general description of our products and their possible applications. Any user of this product is responsible for determining the suitability of Clariant's products for its particular application.

NO EXPRESS OR IMPLIED WARRANTY IS MADE OF THE MERCHANTABILITY, SUITABILITY, FITNESS FOR A PARTICULAR PURPOSE OR OTHERWISE OF ANY PRODUCT OR SERVICE.

Press release and photography can be downloaded from [www.clariant.com](http://www.clariant.com) or [www.PressReleaseFinder.com](http://www.PressReleaseFinder.com).