



## Press Release

# VELOX presents new CBright non-leafing aluminium pastes for printing ink applications

Hamburg, 19. October 2018.

**VELOX GmbH, Europe's leading solution provider for the plastics, composites, additives, rubber, paints and coatings industries, introduces a new line of silver dollar based non-leafing aluminium pastes from aluminium pigments manufacturer Carlfors Bruk. Developed for solvent borne printing inks, the CBright 400 NL pastes have very good substrate and intercoat adhesion properties suitable for printing on various substrates, including flexible packaging and plastics.**

Following significant investment at its production facility in Huskvarna, Sweden, Carlfors Bruk has added a new line of grades to its CBright series. The silver dollar based non-leafing pastes complete their range of products for the printing ink industry with a focus on brilliance and increased opacity (hiding power).

“Carlfors Bruk, which is a family-owned Swedish manufacturer founded in 1898, has many years of experience in aluminium pigment production and has been a long-term, valued supplier to VELOX,” says Olaf Knispel, Product Manager, VELOX. “Their investment in a new building and modern production equipment is testament to Carlfors Bruk’s commitment to providing the highest-quality products to the industry, confirming its continued world-leading status. The new CBright 400 NL non-leafing aluminium pastes provide good opacity, excellent whiteness and adhesion properties with elegant metallic effect – a high quality paste that I know our customers will find irresistible.”

The pigments are supplied as pastes in various solvent carriers depending on end use. Typical applications of the CBright series include automotive, industrial and plastic coatings, as well as decorative paints. For more information about the new CBright aluminium pastes from Carlfors Bruk, please visit the VELOX website at: [www.velox.com/products/paints-coatingscase/fillers-pigments/](http://www.velox.com/products/paints-coatingscase/fillers-pigments/)



#### **About VELOX GmbH:**

VELOX GmbH is a leading pan-European distributor of raw material specialities and solutions provider for the plastics, composites, additives, rubber, paints and coatings industries.

Founded in 1993, VELOX is headquartered in Hamburg, Germany. The company has 21 offices throughout Europe and employs over 230 experienced employees to support its customers across Europe and beyond. As of September 2018, VELOX is an IMCD company.

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

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#### **About Carlfors Bruk AB:**

Carlfors Bruk AB is a family-owned company with over 100 years of experience in manufacturing aluminium pigments, aluminium flake powders and atomised powders. Headquartered in Huskvarna, Sweden, which is situated in between Stockholm and Copenhagen, more than 98% of company sales are exported worldwide.

With a total of 65 employees, the company is a tight and flexible organisation always focusing on prompt service in close contact with its customers.

For further information, please visit: [www.carlfors.com](http://www.carlfors.com)

#### **About IMCD N.V.**

IMCD is a market-leader in the sales, marketing and distribution of speciality chemicals and food ingredients. Its result-driven professionals provide market-focused solutions to suppliers and customers across EMEA, Asia-Pacific and Americas, offering a range of comprehensive product portfolios, including innovative formulations that embrace industry trends.

Listed at Euronext, Amsterdam (IMCD), IMCD realised revenues of € 1,907 million in 2017 with more than 2,200 employees in over 45 countries on 6 continents.

To find out more about IMCD, please visit [www.imcdgroup.com](http://www.imcdgroup.com)

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