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DIC Corporation

Sun Chemical Launches Lead-Free Paliotan® VIU Pigments Portfolio

Tokyo, Japan – DIC Corporation announced today that wholly owned subsidiary Sun Chemical has launched a full-service package to support the replacement of lead components in coatings formulations with the new lead-free **Paliotan® VIU** portfolio and accompanying technical service offering.

The Paliotan VIU portfolio includes several shades, such as a new lemon yellow, mid-yellow and red. The six newly launched pigments combine improved color strength and opacity, leading to more cost-efficient formulations in decorative applications.

In addition, special grades with high durability enable formulators to create challenging shades in high-demanding industrial coatings applications while maintaining an attractive cost profile. The attractive value-in-use balance of the Paliotan VIU range is based on the hybrid chemistry of the new pigments, which combines the most beneficial properties of their organic and inorganic components.

Lead chromate has been implicated as a substance that may adversely impact human health and the environment and is therefore considered a substance of concern by many consumers and coatings companies. For this reason, many countries have banned the use of lead chromate in various applications, including architectural coatings and toys. Although the global paint and coatings industry is bound to governmental legislation, lead chromate is still widely used in many applications and regions, such as Latin America and Asia.

When choosing the appropriate lead-free pigment combination, color and performance requirements vary by application and region. The colorant grades in the Paliotan VIU portfolio have been specially developed for the requirements in Asian and Latin American countries. With experience in global markets and widespread regulatory expertise, Sun Chemical can advise on how to reformulate and meet regional requirements.

Sun Chemical's technical service support helps customers meet and exceed performance requirements with its new hybrid pigments. By supporting more sustainable alternatives in the paint and

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coatings industries and placing a focus on cost efficiency, Sun Chemical demonstrates how lead-free formulations improve the performance as well as value-in-use versus former lead-based coatings.

DIC Corporation and Sun Chemical contribute to the United Nations Sustainable Development Goals with high purity environmentally friendly colorants that comply with the latest global regulations. Visit this [website](#) to learn more about sustainable pigment alternatives for lead chromate replacement. For DIC Corporation and Sun Chemical's full portfolio of colored and effect pigments, visit us at www.sunchemical.com/pigments-solutions/.

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For more information, please contact the Corporate Communications Department of DIC Corporation at +81 -3-6733-3033 or dic-press@ma.dic.co.jp.