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For Immediate Release

Plasticolors Introduces Conductive Synergist Technology

Ashtabula, Ohio – December, 2005 – Through many years of research and development, Plasticolors Inc., a colorant and chemical dispersions manufacturer for the thermoset plastics and paint and coatings industries, has formulated its patent-pending SynerMix™ line of additive products. Plasticolors utilizes a combination of nanotechnology and conductive carbon black to create a more robust conductive network at lower effective loadings to help mitigate the problems typically associated with conductive compounding.

Controlling conductive performance of polyester composite products can be problematic because any variations in the mix can cause dramatic changes to the outcome. For example, utilizing conductive black pigments alone often impacts the thixotropy and viscosity of sheet molding compound (SMC) paste, as well as the stability of the conductive network.

“Plasticolors SynerMix conductive synergist technology is an effective alternative for improving conductive performance of polyester composite products,” said Liz Campbell, product development manager for Plasticolors. “A smaller amount of conductive material is required and higher levels of conductivity can be achieved than with carbon black alone. There is also less impact on the viscosity of the paste and less potential for intermittent failures in conductivity. Furthermore, higher conductivity values can be achieved at lower concentrations compared to other conductive additives.”

Plasticolors SynerMix™ line of additives includes the synergist nanotechnology, HC conductive carbon black technology, and a host of other additives for thermoset plastics and paint and coatings. For more information, visit www.plasticolors.com or call 440.997.5137.

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Plasticolors, Inc., a leading supplier of pigment and chemical dispersions to the paint, coatings, caulk, sealants and thermoset plastics industries, manufactures products for customers in the automotive, appliance, equipment, electrical, consumer and construction industries. The company's colorants can be found in a wide variety of products, including interior and exterior automotive components, epoxy flooring, electrical and appliance housings, and a myriad of paints, coatings and molded composite applications. The company is ISO 9001, ISO 14001 and ISO/TS-16949 certified.

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