

Plasticolors, Inc. Completes State-of-the-Art Expansion

Ashtabula, Ohio - March 1, 2007 - Plasticolors, Inc., a leading supplier of pigment and chemical dispersions, recently completed a 4,200 square-foot laboratory expansion at its Ashtabula, Ohio, headquarters. Already an industry forerunner in the development of colorant and additive technologies for the paint, coatings, caulk, sealants and thermoset plastics industries, Plasticolors' expansion enables the company to broaden its product offering, expand its service capabilities and help customers differentiate themselves in the competitive marketplace.

"To us, our customers are king," said Selby Brannon, Technical Director, Plasticolors. "Whether it's innovating technology, advancing product quality, or lowering costs, we take pride in lending our knowledge and expertise to helping customers achieve their goals. The new lab helps us take this vision to the next level as a total solutions provider."

The technical expansion consists of laboratory space with eight work stations, specially designed to provide ideal conditions for research and development with space for the growing technical team. Included in the laboratory design are epoxy solid surface countertops which contain Plasticolors' technology. The countertops are scratch resistant and high temperature resistant yet stylish with the feel and appearance of natural stone.

In addition to the laboratory bench area, Plasticolors has added new office space, a conference room for the technical team, and a new process development area. The process development area consists of pilot-scale milling and production equipment, which according to Brannon, is where the technical team assures that new technologies can be reproduced and manufactured efficiently on a consistent scale.

"All of these state-of-the-art enhancements allow us to grow technically and bring new products to market faster," added Brannon. "Our technical team is positioned for progressive product development - enabling the company as a whole to provide greater support to customers."

About Plasticolors

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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