



**EVONIK**  
INDUSTRIES

Coloring

## COLORTREND® Colorants: The Global Answer to no-VOC Tinting Trends in Coatings

Over 50 years ago, Cal-Ink, a predecessor of the Colorants Business Line of Evonik Industries, invented “universal” colorants which was a ground breaking technology needed to launch cost-effective point-of-sale tinting. The Chemicals Business Area of Evonik Industries has since led the way with continuous improvements and spreading the technology globally.

One significant technological improvement in the late 1990’s was the development of low-VOC colorants. The line was developed for the United States market based on the combination of glycols and the latest surfactant and additive technologies. Due to the fact that neither legislation nor market pull called for this advancement, this technology was clearly ahead of its time for the U.S. market. However, times are changing...

Today the U.S. consumer’s awareness of going „green“ is higher than at any other time in history – a fact not lost on the architectural paint companies as they bring to market low and no-VOC paints. This growing interest in environmentally friendly products is the motivation for retailers, such as Wal-Mart, to drive their suppliers to reformulate and repackage merchandise in an effort to meet corporate mandates of environmental „sustainability“. Currently, the U.S. does not include the addition of colorants at point-of-sale in the VOC calculation of paints. However, the paint companies that want to take a leadership role in the environmental movement realize they have an opportunity to market true no-VOC paints before competition or regulations force them to. It is apparent that the „green“ movement is not an industry „fad“ but rather a societal evolution. To facilitate this evolution, the Chemicals Business Area of Evonik Industries is uniquely positioned with its several no-VOC technologies that have been proven successful over time for our customers around the globe.

In Europe, the Chemicals Business Area of Evonik Industries developed specific colorant lines designed to meet the requirements of Eco-labels, such as the German Blue Angel. The performance characteristics and tinting costs of these latest colorant developments compare well versus traditional universal colorants. The colorant VOC level was reduced to a value of 1 gram/liter, or below 700 ppm. As a result, the demand and acceptance of the latest no-VOC technology (COLORTREND® 807) of the Chemicals Business Area of Evonik Industries has been exceptionally high in the European region. This acceptance has been largely due to the resolution of performance concerns of some traditional no-VOC colorants such as viscosity drop and nozzle drying.

Globally, Europe was the front runner in implementing no-VOC technologies, but other regions are quickly following. In China, ASEAN, and many other markets of Asia Pacific including Australia and New Zealand, a demand for low-VOC colorants is driven by the local leading brands, as well as an increasing legislative push. Currently, low odor and “poison-free” characteristics of architectural paints are seen as important but will become key success factors in the future. Interestingly enough, the requirement for low-odor in some sectors of the Chinese market is more important than low-VOC. Fortunately, the comprehensive range of no-VOC technologies offered by the Chemicals Business Area of Evonik Industries is able to meet these extremely objective and culturally different needs. The global technical organization of the Chemicals Business Area of Evonik Industries has created a solution for these local market needs.

The dynamics and diversity of the global market for no-VOC colorants require a supplier familiar with these global trends, and with a proven record in this area. With more than nine years of market experience the Chemicals Business Area of Evonik Industries clearly leads the way with its several no-VOC technology platforms.

**Technical Contact:**

[luc.driessen@degussa.com](mailto:luc.driessen@degussa.com)

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