



SpecialChem is welcoming Engelhard Rightfit™ and Synergy™ pigments on matchmycolor.com

Powered by SpecialChem

Engelhard Corporation and SpecialChem are announcing a partnership to offer online color matching using Engelhard pigments on matchmycolor.com.

Matchmycolor.com offers online services for color matching and color feasibility checks for the plastic, paint, and ink industries thanks to a scientific engine coupled to a Universal Colorant Database. And this Universal Colorant Database has just been improved with Engelhard Rightfit™ and Synergy™ pigments to offer even more possibilities to achieve the perfect match!

"We are excited start this collaboration with matchmycolor.com," said Roland Valin, Global Sales & Technical Marketing for Engelhard's Color Pigments. "The Web site provides an effective channel to respond to the plastic industry's need for quick and accurate color matching and will enable us to offer a value-added service to our customers and potential customers worldwide."

"We are extremely pleased that Engelhard is joining matchmycolor.com as a partner because of the company's great reputation and expertise in pigment technology and formulations," said Christophe Cabarry, Founder and COO of SpecialChem S.A. "Their presence on the site was a "must" for offering a highly-valuable and comprehensive Universal Colorant Database to the matchmycolor.com users."

In addition to realizing color matches with Engelhard Rightfit™ and Synergy™ on PP and HDPE resins pigments, color professionals will also be able to interact with Engelhard experts to solve all their color formulation issues, ask for more information or request samples.

matchmycolor.com has developed a suite of color-related services throughout the value chain to simplify and accelerate color development. Whether brand owners, designers, packaging technologists / engineers, or formulators, can find a solution for there color issue here. And as it's all in one place and standardized, communicating colors up and down stream is so much more efficient!

To test the capabilities of matchmycolor.com, and even more so, to realize color matches using Engelhard Rightfit™ and Synergy™ pigments, color professionals are invited to visit WWW.MATCHMYCOLOR.COM.

About matchmycolor.com

matchmycolor.com is an innovative, state of the art, service-based color management platform, managed by SpecialChem SA (Paris, France) accelerating color development while simultaneously reducing costs. Among its many services, matchmycolor.com offers real-time, online Color Feasibility checking, real-time, on-line color matching, online technical support from an industrial application expert and color sampling of engineered prototypes. matchmycolor.com is targeted at the entire color value chain, from OEM brands to Designers, Formulators and Converters and across industries. matchmycolor.com's partners include X-Rite, DuPont Titanium Technologies, Nelly Rodi TrendLab, Ciba Specialty Chemicals, GretagMacbeth and MetalFX.

About Engelhard Corporation

Engelhard Corporation is a surface and materials science company that develops technologies to improve customers' products and processes. A Fortune 500 company, Engelhard is a world-leading provider of technologies for environmental, process, appearance and performance applications. For more information, visit Engelhard on the Internet at www.engelhard.com.