

**NEWS RELEASE**  
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Press Contacts

**Joanna Houldridge** +44 1782 794400

solaplex@rpigments.com  
www.solaplex.com

## **New Addition to Solaplex® Pigment Range Launching at Chinaplas 2010**

ROCKWOOD PIGMENTS is launching its latest addition to the Solaplex® range of pigments for plastics and coatings at Chinaplas 2010, 19-22 April, Shanghai, China.

Rockwood, a leading manufacturer of advanced inorganic pigments, has identified a strong customer interest for red-shade orange high performance pigments and developed its new 34H1004 grade in response to this demand. Showing on Stand W3M51 (with Holliday Pigments), the full capabilities of this groundbreaking new grade will be demonstrated to buyers, suppliers and manufacturers working within plastics-related industries across the globe.

The new Solaplex® Bright Orange 34H1004 grade is redder and significantly stronger in tint than the existing orange 34H1003 grade, enabling Rockwood to extend its colour range further into the red-shade area of the challenging yellow to orange colour space.

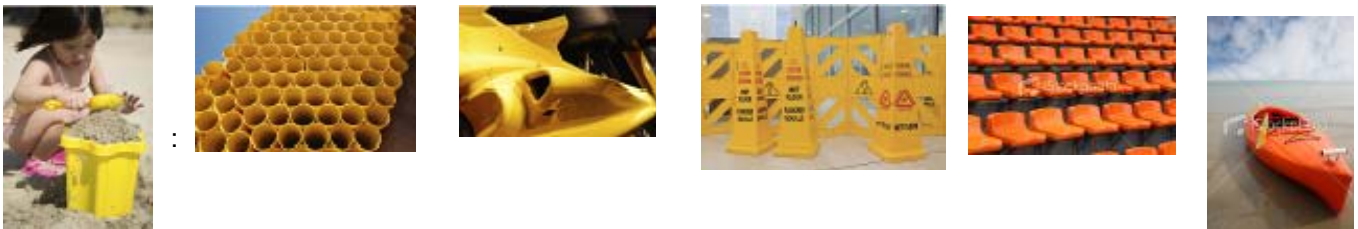
“Our new bright orange pigment is the result of extensive trials at our new UK facility,” says Rockwood’s Global Marketing Manager, Helen Hatcher. “Our customers are already test-marketing the new grade’s superior performance and we have received a very encouraging response, generating specific interest for new colour trends and in applications where heat stability and universal compatibility is necessary.”

Ms. Hatcher believes that the early take-up of Solaplex® 34H1004 technology is not only attributed to the new colour options but also the economical formulating of bright solid shades when combined with other high performance pigment chemistries. Now, the difficult orange colour space has been extended making brighter, stronger shades possible without compromising on performance.

The Solaplex® range is a novel class of inorganic pigment with a proven chemistry that complements Rockwood Pigments’ existing Colourplex® mixed metal oxide range. Solaplex® pigments are an environmentally acceptable alternative to lead, cadmium or chromium containing pigments. They are suitable for use with a wide variety of polymers and specifically recommended for engineering or reactive polymers where high processing temperatures are demanded. Additionally the durability, weatherfastness, lightfastness, chemical resistance and non hazardous nature lends the range to exterior plastics packaging, toys and many more applications.

For further information on Solaplex® visit [www.solaplex.com](http://www.solaplex.com).

PHOTO CAPTION: Solaplex® pigments are ideal in bright solid shades where exterior durability is critical.



Notes to Editor: About Rockwood Pigments

Rockwood's Color Pigments & Services Division is one of the largest worldwide suppliers of colored pigments for construction, coatings, plastics and specialty applications. The Division's manufacturing sites and customer service centers are located in the United States, United Kingdom, France, Italy, Germany, Australia and China with additional sales offices located in Singapore and Hong Kong. For more information on Rockwood, please visit [www.rockwoodpigments.com](http://www.rockwoodpigments.com).

The Rockwood Color Pigments & Services Division is a business unit of Rockwood Holdings Inc., Princeton, N.J., U.S.A. Rockwood Holdings, Inc. is a leading global specialty chemicals and advanced materials company. Rockwood has a worldwide employee base of more than 9,500 people and annual net sales of approximately \$3 billion. The company focuses on global niche segments of the specialty chemicals, pigments and additives and advanced materials markets. For more information on Rockwood, please visit [www.rocksp.com](http://www.rocksp.com).

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*The information set forth in this press release contains certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 concerning the business, operations and financial condition of Rockwood Holdings, Inc. and its subsidiaries and affiliates ("Rockwood"). Words such as, "anticipates," "believes," "estimates," "expects," "forecasts," "predicts" and variations of such words or expressions are intended to identify forward-looking statements. Although Rockwood believes the expectations reflected in such forward-looking statements are based upon reasonable assumptions, there can be no assurance that its expectations will be realized. "Forward-looking statements" consist of all non-historical information, including any statements referring to the prospects and future performance of Rockwood. Actual results could differ materially from those projected in Rockwood's forward-looking statements due to numerous known and unknown risks and uncertainties, including, among other things, the "Risk Factors" described in Rockwood's Form 2009 10-K on file with the Securities and Exchange Commission. Rockwood does not undertake any obligation to publicly update any forward-looking statement to reflect events or circumstances after the date on which any such statement is made or to reflect the occurrence of unanticipated events.*

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