





# **INSIGHT**

Plastic components used in demanding applications need to be extremely environmental and UV stable. The choice of polymer for these applications can be as important as any colorant added to a finely tuned and complex polymer and additive system. Most colorants used for metallic shine are influencing the polymer matrix negatively due to their natural level of photoactivity. When it comes to recycling, the level of degradation of the polymer determines whether it is suitable for recycling or not.

### **BENEFIT**

The WAY encapsulation is a breakthrough in the area of stabilized pearl effect pigments as it is an inorganic coating. This avoids any instability of color and polymer matrix and makes it a perfect fit for plastic processing technologies as the inorganic encapsulation withstands all levels of extrusion temperature.

It is the only technology on the market with reduced photoactivity and temperature resistance. Long-term stability in color and strength are improved and the pigment protection minimizes the reactivity with the polymer-additive system. Protected plastic lasts longer in the correct composition.

# **REASON TO BELIEVE**

The encapsulation of the WAY pigment is an **inerganic ceramic-like coating** which resists plastic processing temperatures. WAY will help the whole system to withstand heat, humidity, UV-radiation, mechanical impact, chemicals and your beautifully designed products will preserve its color and physical properties in the long run.

The WAY stabilization complies with regulatory standards as it works with inorganic chemistry. Therefore, the WAY pearl effect pigments are suitable for use in food packaging\*, toys or electronic devices. For the first time application requirements and product resilience are compatible.

(\*suitable in EU and China)



# .. ARCHITECTURE

hanks to their durability and weather stability, WAY pigments are especially uitable for demanding architectural applications. Their heat resistance enables arefree plastic processing while sustaining freedom of design from precious white to modern silver. Even vivid colors can be realized due to their neutral olor.

# ...TRANSPORTATION

www pigments can facilitate the use of mass colored trim as well as interior parts. With WAY the plastic can be just as resilient as a coated surface. This saves cost and reduces carbon footprint.

# ... FURNITURE

Chemical resistance while fulfilling the requirements for migration behavior predestine WAY-pigments for the use in kitchen and outdoor furniture. Even toys can be styled in magical colors without jeopardizing their long-term stability.



# **DETAILS**

## **REGULATORY BENEFITS**

- Meets European standard for food packaging materials regarding heavy metal content, AP (89) 1 and German BfR recommendation
- Is compliant to European Toy Regulation 2009/48/EC and can safely be used for Toys Cat. III.
- Meets packaging waste regulations CONEG (U.S.) and European Directive 94/62/EC, as well as the ROHS requirements
- Meets purity requirements for electrical and electronic equipment (2011/65/EC)
- REACH compliant! All components of the pigment Iriodin® 119 WAY are in compliance with Regulation 1907/2006/EC (REACH)

#### **PRODUCT DATA**

Iriodin®	119 WAY	103 WAY	6163 WAY
Name	Polar White	Rutile Sterling Silver	Icy White Shimmer
Item N°	1.41113	1.41478	1.41481
Package sizes	250 g, 1 Kg, 25 Kg	250 g, 1 Kg, 25 Kg	150 g, 1 Kg, 25 Kg
Color	Silver-white	Silver-white	Silver-white
Particle size dis- tribution <sup>1</sup>	5–25 μm	10-60 μm	20-180 μm

#### Iriodin® 119 WAY Iriodin® 6163 WAY

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#### Iriodin® 103 WAY

The information on this page is typical technical data to characterize the pigment. These values are not meant as specifications and they do not have binding character. The product specification is available separately, on request.

#### <sup>2</sup> Suntest, tested at 1% in HDPE

#### **PERFORMANCE DATA**

Iriodin <sup>®</sup>	119 WAY	103 WAY	6163 WAY	
Thermal stability	Up to 800°C, non-flammable			
Lightfastness (ISO 105 B01) <sup>2</sup>	>8			
Photoactivity	$\geq$ 3 Iriodin WAY has an inorganic coverage of its TiO <sub>2</sub> surface which hinders photoactivity. Photoactivity is an indication of the catalytic activity of the TiO <sub>2</sub> surface which leads to degradation of the polymer matrix. Photoactivity and weatherability of the pigment are mutually interactive.			
Yellowing in the dark	< 1.0 With a stabilized TiO <sub>2</sub> section is not seen or strong is a reversible reaction of the antioxidants in the absence of reaction depend on the react TiO <sub>2</sub> surface.	gly hindered. Yellowing i e TiO <sub>2</sub> in combination wi of light. Strength and sp	in the dark th phenolic peed of the	
Weathering Resistance (ISO 11341)	Weathering resistance is test weather chamber with xeno where irrigation and light exp contain 1% pigment in PMMA. DIN EN ISO 11341 for 1000h.	n light at elevated ten posure alternate. The te . The weather cycle is ac	nperatures, st samples	

<sup>&</sup>lt;sup>1</sup> Laser diffraction measurement

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