

Press Release

3rd ALTANA Innovation Conference:
ALTANA Innovation Award for New Effect Pigment Generation
Based on Glassflakes

Wesel, November 11, 2010 – ALTANA relies on research and innovation. 145 top international researchers and developers of the ALTANA Group are currently discussing technical and commercial developments and future innovative trends at the 3rd ALTANA Innovation Conference in Wesel. Innovation is for ALTANA the central key to further growth. With an R&D expenditure of over 6% of sales, which is clearly above the sector average (even for the crisis year of 2009), ALTANA is securing its technological advantage and providing customers with unique innovative products and services. Invariably, new developments are investigated together with the customer, on behalf of the customer and in close proximity to the customer. 47 laboratory and research lab sites worldwide currently offer customers innovative solutions in the area of surface protection and surface finishing alone. Every fifth ALTANA employee globally is working in research or application technology.

Trends and award

Participants at the ALTANA Innovation Conference will be exchanging experience and witnessing the innovation culture of the Group over the two days of the event. Important topics are new functional surfaces, polymer electronics, nanotechnology, and industrial biotechnology applications in specialty chemicals. Besides the technical exchanges, the focus will also be on networking. As Dr. Georg F.L. Wiessmeier, Chief Technology Officer (CTO) of the ALTANA Group, states, "We want to connect the global know-how that exists in the company even more extensively, recognize new synergies and ultimately translate all this into new products."

This year sees the third ALTANA Innovation Conference being held. The highpoint of the international event is the official recognition of the Group's best innovation for the year with the "ALTANA Innovation Award". As CTO Wiessmeier says of the Award, "Candidacy for the ALTANA Innovation Award is tied to a whole series of key features and other criteria. Hence, only innovations that are already achieving significant market sales are considered. The proposals must be based on an innovative concept, represent an economic benefit for ALTANA and involve advantages for the environment."

Award winner "New Effect Pigment Generation Based on Glassflakes"

The winning team this year is from the ECKART division: Dr. Guenter Kaupp, Dr. Dirk Schumacher, Jens Depner, Michael Gruener and Dr. Ulrich Schmidt. Their innovation is based on a new generation of patented calcium sodium borosilicate pigments, which are marketed today as MIRAGE effect pigments for cosmetics. They differ from conventional pigments based on natural mica through their extraordinary sparkle and luster. The extremely smooth coating on the calcium sodium borosilicate creates a very high level of transparency and intense interference colors. MIRAGE effect pigments are suitable for any type of color cosmetics and body care applications such as nail varnish, powders, wax-based systems, emulsions and gels, etc.

The new generation of effect pigments also includes LUXAN Glass Pearls for Industrial Applications. Their high transparency enables them to be combined with any color shade, without impairing the character of the color. Low quantities of

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LUXAN, for example, can make an “eye-catcher” out of a simple black – in many cases without generating flow lines. This has the advantage that rolled out products, whose color is often a recognition feature, can be easily upgraded. Normally there is no need to modify the injection mold.

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The winning team (from the left): Jens Depner, Michael Gruener, Dr. Dirk Schumacher, Dr. Ulrich Schmidt and Dr. Guenter Kaupp (all from ECKART Effect Pigments).

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About ALTANA:

ALTANA develops and produces high-quality innovative products in the specialty chemicals business. The ALTANA Group, with headquarters in Wesel/Germany, is a genuine “global player” with 84% of its sales generated by international activities. The ALTANA Group has four divisions: **BYK** Additives & Instruments, **ECKART** Effect Pigments, **ELANTAS** Electrical Insulation, and **ACTEGA** Coatings & Sealants. All of these divisions occupy a leading position in their target markets with respect to quality, product solution expertise, innovation and service.

ALTANA offers innovative, environmentally compatible solutions with the matching specialty products for coating manufactures, paint and plastic processors, the printing and cosmetic industries, and the electrical and electronic industry. The product range includes additives, special coatings and adhesives, effect pigments, sealants and compounds, impregnating resins & varnishes, and testing and measuring instruments.

At present, the ALTANA Group has 35 production facilities and 47 service and research laboratories worldwide. Throughout the group 4,900 people work to ensure the success of ALTANA worldwide. In 2009 ALTANA achieved sales of about 1.2 billion euros. Its impressive earning power and high growth rate make ALTANA one of the most successful and innovative chemical groups worldwide.