

Colorants Website Now in Spanish Too

Right on time for the Eurocoat show in Barcelona, Evonik Industries' Colorants Product Line has expanded its website to include Spanish-language content. The site allows customers from the paints and coatings industry to gain quick and comprehensive access to Evonik's world of color systems. With its COLORTREND® and CHROMA-CHEM® brands, Evonik offers a broad range of innovative colorants for architectural paints and for industrial applications.

The product database contains, among other things, information on the typical physical properties of all Colorants products. Customers can also retrieve useful information about the various areas of application, and they can source contact addresses around the world. A user-friendly search function allows visitors to the site to look up the products that suit their specific needs.

In addition to providing background data on different color systems, the site also makes information available on tools that customers can use in their sales process—including everything from color fans and charts to new digital options for e-merchandizing—making it easier than ever to choose just the right colors.

The new website is complemented by event information, Colorants news and product stories, which all serve to provide a broader insight into the world of colorants, while the download section contains brochures, press releases, and more.

Colorants' English and Spanish website is available at either www.evonik.com/colortrend or www.evonik.com/chroma-chem

Company information

Evonik Industries is the creative industrial group from Germany which operates in three business areas: Chemicals, Energy and Real Estate. Evonik is a global leader in specialty chemicals, an expert in power generation from hard coal and renewable energies, and one of the largest private residential real estate companies in Germany. Our strengths are creativity, specialization, continuous self-renewal, and reliability. Evonik is active in over 100 countries around the world. In its fiscal year 2008 about 41,000 employees generated sales of about €15.9 billion and an operating profit (EBITDA) of about €2.2 billion.

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