



Lubrizol Introduces PowderAdd(TM) 9553 and PowderAdd(TM) 9566 for Post-Addable Matting or Texturing

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CLEVELAND, (March 28, 2017) - The Lubrizol Corporation announces the availability of new additive technology for powder coating applications with the development of post-addition texturing and matting additives, PowderAdd(TM) 9553 matting agent and PowderAdd(TM) 9566 texturing agent.

PowderAdd 9553 is a novel matting agent that provides consistently reproducible and uniform matting. This easy-to-use additive is highly efficient and quickly turns glossy powders into matted powders, which can reduce production costs and inventory requirements for small batch manufacture. It works with all standard powder chemistries, allowing for improved manufacturing flexibility.

Heiko Dietrich, synthesis scientist for powder coatings at Lubrizol Deutschland GmbH in Ritterhude, Germany mentions: "PowderAdd 9566 and PowderAdd 9553 can save powder coatings producers time and money as they are tailor-made additives for small batch manufacture without extrusion."

Lubrizol Performance Coatings Group will showcase PowderAdd 9553 and PowderAdd 9566 at the European Coatings Show, being held in Nuremberg, Germany April 4-6, 2017 and also at PCI's Powder Coating Technical Conference being held in Indianapolis, IN March 27- March 31, 2017.

About Lubrizol Performance Coatings

Lubrizol is a market-driven innovator of specialty chemicals that solve today's challenges in the paints and coatings, printing and packaging, paper and textiles, plastics and composites, and digital print markets. More than just a supplier, we are a partner with extensive experience in surface protection, dispersion, adhesion, and barrier properties that enables us to enhance the performance, simplicity, and sustainability benefits of our customers' products. With a commitment to collaboration, applied science, and demonstrated value, our team of experts is dedicated to exceeding customer expectations for both the simplest and toughest requirements. Count on Lubrizol to make the difference.

About The Lubrizol Corporation

The Lubrizol Corporation, a Berkshire Hathaway company, is a market-driven global company that combines complex, specialty chemicals to optimize the quality, performance and value of customers' products while reducing their environmental impact. It is a leader at combining market insights with chemistry and application capabilities to deliver valuable solutions to customers in the global transportation, industrial and consumer markets. Lubrizol improves lives by acting as an essential partner in our customers' success, delivering efficiency, reliability or wellness to their end users. Technologies include lubricant additives for engine oils, driveline and other transportation-related fluids, industrial lubricants, as well as additives for gasoline and diesel fuel. In addition, Lubrizol makes ingredients and additives for home care, personal care and skin care products and specialty materials encompassing polymer and coatings technologies, along with polymer-based pharmaceutical and medical device solutions.

With headquarters in Wickliffe, Ohio, Lubrizol owns and operates manufacturing facilities in 17 countries, as well as sales and technical offices around the world. Founded in 1928, Lubrizol has approximately 8,300 employees worldwide. Revenues for 2016 were \$6.5 billion. For more information, visit Lubrizol.com.

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