

## Taklamakan Gold a new generation of effect pigments in India

23 September 2013 | News | By BioSpectrum Bureau

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Meoxal Taklamakan Gold follows Meoxal Wahiba Orange as the second effect pigment in the new Meoxal range to be launched in India.

Speaking about the new launch, Siddhartha Sengupta, regional sales director Asia (Decoratives) said, "With the tremendous response received for the Meoxal Wahiba orange, we continue to support our customers in the development of new and innovative coatings. With the launch of Meoxal Taklamakan in India, we are setting yet another milestone in pigment technology and are confident that it will be well received by the auto and plastic coating industry."

As a pioneer in the effect pigments, Merck has always been at forefront of advanced technology and the latest in global trends. Taking its commitment forward, Merck created Meoxal giving customers an opportunity to witness and experience the latest innovation in the world of design.

Like all pigments in the new product series, Meoxal taklamakan gold has a specially treated surface. Thanks to the special Carbitol and Weather treatment (CWT) surface treatment; it is highly suitable for innumerable high performance applications. Using the new pigment in waterborne coating systems is particularly straightforward because no additional passivation is needed.