

## **A NEW ERA**

Orion's new Technical Service Applications Laboratory is up and running, ushering in a new era for Orion technical service, research, and customer support.

Expanding our worldwide network of laboratories, our new facility serves coatings and printing ink customers throughout the Americas. Conveniently situated in northern New Jersey, the lab complements our headquarters and five production facilities in North America and Latin America and reflects our ongoing commitment to serving the industry in these important and growing markets.

The new laboratory is our platform for future technical development in other carbon black markets as well, including applications in polymers. Further, the lab is also taking on global projects and conducting research to advance carbon black technology.













## **OPTIMIZING YOUR FORMULATIONS**

# **Innovating for your success**

The Technical Service Applications Laboratory is equipped with state-of-the-art dispersion equipment and milling machines, enabling complete sets of trials on a broad range of coatings and inks application projects. We formulate and run application testing on water- and solvent-borne industrial, architectural and automotive coatings systems.

Our laboratory evaluations optimize formulations for raw material use, cost-efficiency and product performance. By evaluating a broad range of formula components, including carbon blacks and dispersants, and applying our special expertise in color and jetness, we help manufacturers produce the best desired outcome, increase revenue and improve profitability.

The laboratory enables customers to accelerate their own research and development in formulations containing carbon black. We draw on new and existing products from our extensive carbon black portfolio to optimize formulas and help customers serve their markets even better.



# **MEET OUR TEAM**

To assure the laboratory runs at the highest level of effectiveness, expertise and efficiency, Orion has a talented team of carbon black experts including Regi Williams, Lab Manager; Jaelene Matos, Chemist; Carlos Hernandez, Senior Technical Market Manager, Coatings; Trinh Nguyen, Technical Market Manager, Coatings; and Mahesh Panta, Technical Market Manager, Printing.

For more information about the Technical Service Applications Laboratory and Specialty Carbon Blacks from Orion Engineered Carbons, please contact us at 1-832-445-3300 or AMERICAS@orioncarbons.com.





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