

LANXESS honored in Brazil

Best supplier of iron oxide color pigments

“Sustainability – a matter of principle” ad campaign also a winner

Leverkusen – As in past years, the Inorganic Pigments business unit of LANXESS was recently honored once again in Brazil as the best supplier of iron oxide color pigments by the respected trade journal *Paint & Pintura*. “This award is extremely important to us. It shows us that we were able to clearly distinguish ourselves from our competitors in the growing Brazilian market thanks to highly efficient manufacturing processes, outstanding quality, continuous product innovations and a high level of environmental protection,” said Lothar Schwarz, head of Sales and Marketing at the LANXESS Inorganic Pigments business unit in Latin America.

LANXESS also won first prize in the category “Best Advertising 2010”. Garnering first-time honors for the company was the advertising campaign “Sustainability – a matter of principle” by LANXESS Inorganic Pigments. In this series of ads, the business unit communicated the twelve principles according to which it voluntarily implemented a production process for iron oxide color pigments that protects the environment, conserves raw materials and resources, and is both safe and energy-efficient. “The advertising campaign enabled us to reinforce and enhance our image in Brazil and beyond as a company employing sustainable business practices, and this also impressed the jury,” said Jörg Hellwig, head of LANXESS Inorganic Pigments worldwide. Iron oxide production in Porto Feliz, Brazil, exemplifies the sustainable approach to raw materials taken by LANXESS. Bagasse, a waste product of sugar cane processing, is used as an energy source in the power plant located on the site. Power generation for the site is thus completely CO₂-neutral.

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News Release



The prizes awarded each year by *Paint & Pintura* are highly regarded in Brazil and its neighboring countries, and are frequently compared to the Oscars by the South American paint and coatings industry.

LANXESS is a leading specialty chemicals company with sales of EUR 7.1 billion in 2010 and currently around 15,500 employees in 30 countries. The company is at present represented at 46 production sites worldwide. The core business of LANXESS is the development, manufacturing and marketing of plastics, rubber, intermediates and specialty chemicals.

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Information for editors:

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You can find further information concerning LANXESS chemistry in our WebMagazine at <http://webmagazine.lanxess.com>.