

ENVIRONOXIDE[®] PIGMENTS

MAKING THE WORLD A CLEANER PLACE

EnvironOxide pigments are readily interchangeable with traditional iron oxide pigments, which are either mined or produced synthetically, and they offer the added benefit of being the result of an environmental restoration effort. Pigment properties, like durability, light stability, chemical resistance and low toxicity are similar to conventional iron oxides.

Currently there are seven EnvironOxide pigments being marketed by Hoover Color. We are also able to use the raw EnvironOxide material as a base material for producing a wider range of colors.

The pigments are lightfast and chemical resistant. BR-832 is heat stable to temperatures of 600F, while BR-833, BR-834 and BG-836 are heat stable to 300F. All have high purity and are below new 90 PPM total lead limits.

For many industries, EnvironOxide Pigments offer companies an easy way to further develop their "green" technologies.

EnvironOxide pigments have been recognized as a preferable colorant for green manufactured products or building projects by groups such as Building Green Inc.

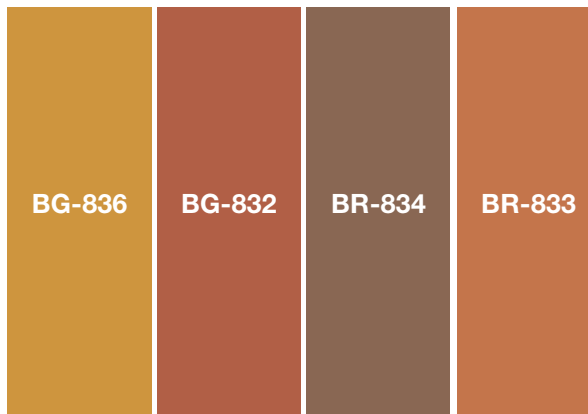


EnvironOxide Pigments are equal in Quality, Performance and Processing. And you get all this at a cost comparable to conventional iron oxide pigments.

Call or email us to get the conversation started today.



Colors inspired by and made from
Nature



EnvironOxide[™] Pigments Introducing the "M" Class



The "M" class EnvironOxides are finer milled versions of our conventional EnvironOxides and exhibit better transparency, dispersability and tinting strength. These quality attributes make them ideal for metal coatings, including automotive coatings. In combination with effect-pigments they can be used to achieve Gold, Copper and Bronze metallic colored coatings.

All color images are for display purposes only. Contact Hoover Color for pigment samples. The facts and recommendations in this publication are based on our own research and the research of others, and are believed to be accurate. However, no guarantee of accuracy is made, the product discussed being sold without WARRANTY OF MERCHANTABILITY AND/OR FITNESS FOR A PARTICULAR PURPOSE OF USE.

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