



3 - 5 NOVEMBER 2009

HAMBURG MARRIOTT HOTEL, HAMBURG, GERMANY

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# The Future of Pigments

Strategies, applications and technologies for high performance and functional pigments



Book before **30 September** and save **10%**  
OR  
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## Presentations from:



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Mail us: IntertechPira, Cleeve Road,  
Leatherhead, Surrey, KT22 7RU, UK  
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# The Future of Pigments

## 8 REASONS TO ATTEND

- Get a comprehensive insight into **what the future** holds for your industry
- **Hear from customers** about their current and future pigment needs
- **Assess current and future market sizes** by pigment type, geography and end use
- Understand the **latest technological innovations** and their impact on your business
- Find out what **sustainability** means for the future of pigments
- **Meet with colleagues** from across the pigments value chain to discuss issues and share ideas
- Identify opportunities in high growth **niche markets for pigments**
- Analyse new developments in **dispersion and nanotechnology**

## ABOUT THE CONFERENCE

IntertechPira's recent market study estimated the global high performance pigment industry at \$2.8 billion with a CAGR of 5% over the next 5 years. This includes organic, inorganic and effect pigments. Following this report and based on the success of IntertechPira's past **High Performance Pigments** events, IntertechPira has created a **new flagship conference to address the key strategic challenges that will affect this market size and growth over the next 5 years**. The programme features executive level speakers from all the key players in the pigments market giving their forecasts and assessments of future potential

Strong demand for colour will inevitably continue and yet a wide range of technical and commercial challenges lie ahead:

- Emerging markets such as **India, China** and **Brazil** represent a new source of customers but also competitors. Leading market experts will review **global trends** and how geographic markets are changing
- Sustainability is rapidly rising to the forefront of our society and leading players like **DuPont** and **Dominion Color** will explore the impact this will have on the pigment industry of the future
- End users have high expectations and changing requirements to adapt their own businesses, therefore the agenda will include representatives from **coatings, automotive** and **cosmetics** to demonstrate their changing needs
- New technologies are enabling **innovative new products** and opening new markets. Leading technical experts from across the industry will examine these technologies in detail and the opportunities they represent.

## SPONSORSHIP & EXHIBITION OPPORTUNITIES

A range of sponsorship and exhibition based packages are available to organisations looking to develop their business within the arena of pigments. Participation at **The Future of Pigments** conference will demonstrate your organisation's expertise and raise your corporate profile amongst senior decision-makers in leading international companies. For more information on how this conference can benefit your company, please contact **Paul Squires** at [paul.squires@pira-international.com](mailto:paul.squires@pira-international.com) or on **+44 (0)1372 802051**.

## WHO SHOULD ATTEND?

- ◇ **Pigment Manufacturers:** Whether you are in a technical or commercial role, if you are responsible for helping your business prepare for the future this event is essential
- ◇ **Pigment Users and Purchasers:** This event will help you determine the latest market trends and the latest innovations so you can use your pigments for competitive advantage
- ◇ **Suppliers to the Pigment Industry:** You'll meet with senior decision makers from across the global pigments industry and gain a deeper understanding of their future requirements



## YOUR EVENT ORGANISER

**IntertechPira** provides events, training, online information and publications across a wide range of topical issues affecting varied industries. Our 100% independent products are provided globally 24/7 and delivered by teams of independent experts at sites in London, UK and Portland, Maine, US across 14 key industry sectors. We specialise in providing expert quality information on: disruptive technologies and their application, research and product development, globalisation and new markets; production methods; regulatory and compliance.

# conference programme

WORKSHOP: TUESDAY 3 NOVEMBER 2009  
13:00 – 16:00

## Managing the colour supply chain

- How to shorten lead times and reduce costs
- New ways to test and colour match pigments
- Understanding the colour control

Jack Ladson, President & CEO, COLOR SCIENCE CONSULTANCY, US

## CONFERENCE DAY 1: Wednesday 4 November 2009

08:30 Registration and refreshments

09:30 Opening remarks from the Co-Chairs  
**Paul Czornij, Technical Manager, Color Excellence Group, BASF, US**  
**Fritz Brenzikofer, Managing Director, BREMACO GMBH, Switzerland**

### MARKET OVERVIEW

09:40 **Global overview – inorganic and organic pigment markets**  
**Reg Adams, Chief Executive, ARTIKOL, and Editor, FOCUS ON PIGMENTS, UK**

10:10 **5 year technology forecast**  
**Alexandra Pekarovicova, Associate Consultant, PIRA INTERNATIONAL, and Professor, WEST MICHIGAN STATE UNIVERSITY, US**

10:40 Morning refreshments

### KEY PIGMENT MARKETS BY GEOGRAPHY

11:00 **Current market situation in Europe for organic high performance pigments**  
**Fritz Brenzikofer, Managing Director, BREMACO GMBH, Switzerland**

11:30 **The Asian pigment market**  
**Ravi Kapoor, Managing Director, HEUBACH, India (provisional)**

12:00 Lunch will be served for all speakers and delegates

### FUTURE ENVIRONMENTAL CONSIDERATIONS FOR THE PIGMENTS INDUSTRY

13:00 **Achieving a sustainable future for pigments**  
**Dr Eric Thiele, Technical and Marketing Director - Europe, DUPONT, Belgium**

13:30 **Environmental index of pigments – an attempt to understand the environmental foot-print of pigments**  
**Dr Mark Vincent, Vice President - Technical, DOMINION COLOUR CORPORATION, Canada**

14:00 **Eco friendly pigments**  
Speaker to be confirmed

### REGULATORY LANDSCAPE FOR PIGMENTS

14:30 **Selection of pigments: a product safety perspective**  
**Gerhard Bonnet, Product Safety and Regulations, CIBA EXPERT SERVICES, Germany**

15:00 **REACH – challenge and opportunity for a future oriented company**  
**Dr Rudolf Staab, Managing Partner, REACH CHEMADVICE, Germany**

15:30 Afternoon refreshments

### KEY PIGMENT MARKETS BY TYPE

15:50 **New developments in organic pigments and effect pigments for the coatings industry**  
**Peter Rulten, Technical Sales and Marketing Manager Coatings, SUN CHEMICAL, UK**

16:20 **Borosilicate pigments – one step ahead**  
**Dr Ulrich Schmidt, R&D Manager BL Cosmetics EU, ECKART GMBH, Germany**

16:50 **Fluorescent pigments applications, shifting towards safer and better performing products**  
**Rami Ismael, Research and Development Director, RADIANT COLOR, Belgium**

17:20 Closing remarks from the Co-Chairs

17:30 Networking drinks reception for all delegates and speakers

## CONFERENCE DAY 2: Thursday 5 November 2009

08:30 Registration and refreshments

09:00 Opening remarks from the Co-Chairs  
**Paul Czornij, Technical Manager, Color Excellence Group, BASF, US**  
**Fritz Brenzikofer, Managing Director, BREMACO GMBH, Switzerland**

### APPLICATIONS AND END USES

09:10 **Future coatings requirements for pigments**  
**Bill Eibon, Director - Global Colour Technology Platform, PPG INDUSTRIES, US**

09:40 **Pigment developments responding to future transportation coatings requirements**  
**Michael Jakobi, Senior Technical Marketing Manager, BASF AG, Switzerland**

10:10 **Aluminium pigments passivation for waterborne ink and coating applications**  
**Dr Hai H Lin, Global Manager - Special Effects & New Substrates Technology, SILBERLINE MANUFACTURING, US**

10:40 Morning refreshments

11:10 **Future cosmetics requirements for pigments**  
Cosmetics manufacturer representative TBC

### NOVEL AND EMERGING APPLICATIONS

11:40 **Effect pigments in security applications**  
**Andrew Bonnell, EMEA Manager, JDSU FLEX PRODUCTS, US**

12:10 Lunch will be served for all speakers and delegates

13:10 **Innovative pigments for energy efficient buildings**  
Speaker to be confirmed

### TECHNOLOGICAL ADVANCES

13:40 **Easy-to-disperse pigment preparations in granule form for coating applications**  
**Dr Kai Krauss, Manager Marketing Projects/INXEL, EVONIK DEGUSSA GMBH, Germany**

14:10 **Latest developments and future possibilities for dispersion**  
**Luciano Gallino, FLLS MARIS, Italy**

14:40 Afternoon refreshments

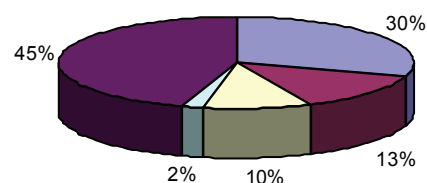
15:10 **Using breakthroughs in nanotechnology to improve coatings and plastics**  
**Ulrich Nolte, Research and Development, BYK ALTANA, Germany**

15:40 **Future pigment requirements in paint production**  
**Olusegun Michael Olapaju, Technical Marketing Manager - Industrial Coatings, CLARIANT PRODUKTE (DEUTSCHLAND) GMBH, Germany**

16:10 Closing remarks from the Co-Chairs

16:20 Close of the Conference

HPP 2007 - Attending companies main business function



- Chemical companies
- End users (incl fabrics, eyeglass lenses and personal care cosmetics, packaging manufacturers)
- Government bodies, consultancies, research labs, venture capitalists
- Manufacturing technology providers
- Pigments, inks & coatings companies

# The Future of Pigments conference registration

## 1 Your details

Title:.....First Name:.....Last Name:.....  
Organisation:.....Position:.....  
Company business:.....  
Address:.....  
.....Post Code:.....  
Telephone:.....Fax:.....  
Email:.....  
Purchase Order:.....

## 2 Event options and fees

### Choose your payment package:

Conference fee	£899	<input type="checkbox"/>
Workshop fee	£399	<input type="checkbox"/>
Conference + workshop fee	£1149	<input type="checkbox"/>
Academic rate*	£249	<input type="checkbox"/>

Save 10% if you book by 30 September

Late booking fee applies after 19 October 2009 – add £100 to the prices above

### Groups of three people or more receive 30% off!

To claim, please contact Paul Squires on +44 (0)1372 802051 or paul.squires@pira-international.com. Not available in conjunction with any other offer.

\*Academic rate for full time students and teaching staff at universities only. This fee does not include the workshop. Early bird offer does not apply.

If you would like to be invoiced in Euros or Dollars at the prevailing exchange rate\* please tick the appropriate box  €  \$

\*Invoices in Euros or Dollars will be calculated at that day's exchange rate  
Credit card payments will be charged and invoiced in £ STG only

## 3 Payment method

Purchase Order No:..... VAT No:.....  
VAT will be charged at 19%  
Charge my credit card: American Express  Visa  MasterCard   
Card no:..... Expires:...../..... CV2 code:   
Cardholder name & address:.....

Cheque/banker's draft (made payable to IntertechPira)  Please invoice my company

**Invoices cannot be issued without receipt of a purchase order number at the time of booking.**

### Banker's information for credit transfer payments

Sterling A/C:	HSBC Bank plc, 100 King Street, Manchester M60 2HD Branch Sort Code: 40-31-24 Swift Code (BIC): MIDLGB22	Account No: 62182610 IBAN: GB88 MIDL 4031 2462 1826 10
Euro A/C:	Deutsche Bank AG London Branch Sort Code: 23-30-55 Swift Code (BIC): DEUTGB2L	Account No: 13116600 IBAN: GB35 DEUT 4050 8113 1166 00
US Dollar A/C:	Citibank NY Swift Code (BIC): CITIUS33	Account No: 30569898 ABA No: 021000089

Signature:.....Date:.....

Pira Reg. No. 3858209 Pira VAT No. 677 3667 81

PLEASE NOTE: Credit card payments (in £ STG) will be necessary if your booking is made less than 10 business days prior to the start of the event. Where funds have not been received in advance, delegates will be required to supply credit card details at registration in order to gain entry to the conference. This credit card will be charged on-site and in £ STG only. Current exchange rates and bank charges will apply.

## 4 How to book

Europe: IntertechPira, Cleeve Road, Leatherhead, Surrey KT22 7RU, UK  
Fax: +44 (0)1372 802243 / Tel: +44 (0)1372 802051 / www.intertechpira.com

US: IntertechPira, 19 Northbrook Drive, Portland, ME 04105, US  
Fax: +1 207 781 2150 / Tel: +1 207 781 9610 / www.intertechusa.com

### Your event team

For further information on the conference and exhibition please contact:

Booking, exhibition and sponsorship enquiries

Sales & Bookings Manager:

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Programme Producer:

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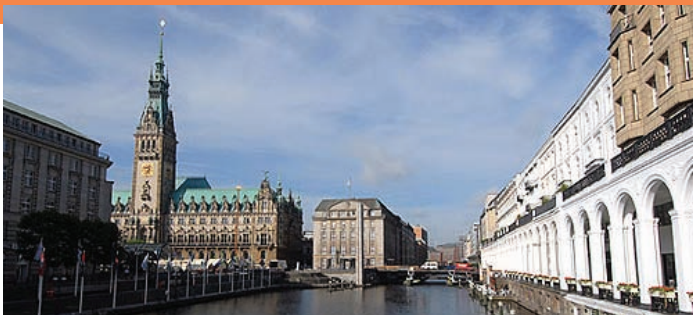
Marketing and press:

Veronika Fričova

T: +44 (0)1372 802017

E: veronika.fricova@pira-international.com

# conference info



### The city – Hamburg

The green city on the river is said to be one of the most beautiful cities in Germany. Everybody who has visited Hamburg is enthusiastic about its flair and maritime charms. Whether Elbe, Alster, Hafencity (PortCity), Speicherstadt (Storehouse City), Fish Market or Reeperbahn - something new can be discovered, experienced and marvelled at every day.

### Venue

**The Hamburg Marriott Hotel** is located in the city centre, near the train station and within walking distance of shopping, restaurants, art galleries, and vibrant attractions. Corporate guests can enjoy executive-level rooms, exclusive lounge, and fully wired meeting venues. The hotel also features a spa, restaurant and piano bar.

### How to book your hotel accommodation

Delegates are responsible for organising their own travel and accommodation. A limited number of rooms have been reserved for conference delegates wishing to stay at the Hotel Hamburg Marriott at a special rate of **€ 159 (single, B&B)**. Wherever possible, accommodation should be reserved early as rooms cannot be guaranteed and rates are subject to change after this date.



### Lufthansa – Official Airline Partner

Delegates are entitled for 7% discount when travelling to the event with Lufthansa. Information on how to claim this offer will be sent out with joining instructions. For more details, visit [www.pigmentmarkets.com](http://www.pigmentmarkets.com)

### To book your accommodation, please contact our agent Conference Initiatives on:

Email: [info@conference-initiatives.co.uk](mailto:info@conference-initiatives.co.uk)

Telephone: +44(0)1483 520101

Fax: +44(0)1483 426251

Please quote 'IntertechPira Future of Pigments conference' when booking

### Conference fees

The conference fee includes entry to the conference sessions and the exhibition, full documentation, lunch and refreshments. However, fees do not include delegate travel and accommodation. All credit card orders are processed at that day's £/\$/€ exchange rate at the time the transaction goes through. Please see note in Step 3 for further details.

### Cancellations

Cancellations will be accepted and fees refunded (less 20% handling charge) only if made in writing and received ten working days before the event. Bookings cannot be cancelled nor fees refunded thereafter. If an invoice has been issued but funds have not been received, the above cancellation policy still applies. Substitutions may be made at any time, please notify the Operations Manager, Jo Stone on +44 (0)1372 802044 or at [jo.stone@pira-international.com](mailto:jo.stone@pira-international.com)

### Note

IntertechPira does not accept liability for any loss of or damage to the personal effects of delegates attending the conference. IntertechPira reserves the right to cancel, defer or modify the event proceedings without prior notice.

### Visas

Delegates requiring visas should request a visa invitation letter from IntertechPira at the time of registering for the event, ensuring sufficient time is left for applications to be completed. Delegates are then responsible for contacting the relevant/appropriate embassy themselves. IntertechPira can do nothing further to assist in this process.