

## Our new Agent in Scandinavia Crane Chem Oy, Finland

Crane Chem Oy, Helsinki, Finland  
Established 30.12.08 by Hannu Kurki

Crane Chem Oy deals with chemicals for different industries. Hannu Kurki has a over 30 years experience in the chemical industry.

1981-1986 he worked for Akzo in the printing ink and masterbatch segments.

After he joined Sandoz/Clariant were he became a marketing specialist. He occupied various positions as sales manager, business unit and international key account manager.

Crane Chem Oy represents IQChem for organic pigments in the Nordic countries (Finland, Sweden, Denmark and Norway) and is also responsible for selected customers in Baltic States.

In addition, Crane Chem Oy represents CEAC/BCO Technology for Ecotint pastes for the coating industry and is also involved in the sales of plastic additives.

## New Team Member in our Lab Ulyse Brigenti

We welcome Mister Ulyse Brigenti as a new member of our lab team in Witterswil. He will assist Mr. André Bender in his daily lab work.

## Looking for technical information about our products?

Please refer to our Website at [www.iqchem.com](http://www.iqchem.com) where we offer downloads of our technical and safety data sheets 24 hours a day.

## How to contact IQChem

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## Our new Agent in Benelux Spectrokem B.V. Netherlands

We would like to announce that Spectrokem B.V. Netherlands is our new agent for the Benelux countries. IQChem Inc. can herewith extend their product range on organic pigments to progress their international trading business in specialty chemicals and consulting activities.

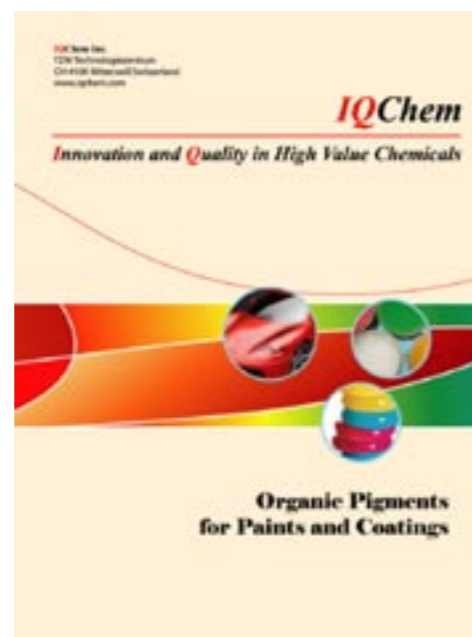
Spectrokem B.V. was established in January 2005. The company is owned and managed by Mr. Heiner Krüll, who has been involved with all pigment industries for many years. After his study in chemical production technologies he started his professional career at Hoechst AG in Frankfurt/M (now Clariant) at several technical divisions for organic pigments and preparations.

In the eighties he switched over to technical sales and marketing for Kemisk Vaerk Koege/DK and 1990 was asked to grow up the European pigment business for Sun Chemical Corp. USA as General Manager Benelux. During the last four years Spectrokem BV was involved in technical consulting and marketing in Europe and South Asian countries for Cathay Pigments China. Heiner is German and is living since 20 years in the Netherlands.

Spectrokem B.V. is also the exclusive agent in Benelux, Germany, Austria and Switzerland for BCO Ecotint and CEAC Colours Systems, Switzerland and for HERO Tinting Machines and Mixers.

We feel confident that we can steadily grow our sales and profits with the partnership of Spectrokem B.V.

## Available now: Shade card for Coating Pigments



# IQChem Newsletter

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## Editorial

*Sven Fiebrig, President*

In the past months we have witnessed the deepening of the financial sector crisis, which has assumed a truly global scope. The knock-on effect on industry sectors such as construction, automotive, engineering and manufacturing is a marked downturn in customer demand, forcing many companies into temporary plant shut-downs, reduced working hours and outright layoffs. The chemical industry now is bearing the brunt of the sudden decline in customer orders. So far, only the chemical segments supplying to the pharma, agro and nutrition industries have been able to resist the marked downturn fairly well.

These are particularly challenging times for the trade business also. At IQChem we have in recent months made major efforts to broaden both our product portfolio and the customer base in an attempt to mitigate the effects of the economic crisis. We have focused on increasing our competitiveness by way of improved responsiveness and optimised customer service.

Thanks to the loyalty of existing customers and our ability to convince new customers of our offerings, we have so far been able to sustain our business. We are aware of the risks which lie ahead if the economic crisis deepens further, but we remain confident

that the high degree of flexibility which typifies a small business like IQChem will allow us to adjust swiftly to any changes in market conditions. We sincerely hope that our customers will soon see the worst of the crisis over and be able to resume the path of growth.



*Sven Fiebrig  
President*

## The current economic crisis will weaken the market position of the leading pigment suppliers

*Dr. Fritz Brenzikofer, CEO*

At the high performance pigment conference 2006 in Indianapolis I presented a paper with the provocative title

*“will pigments follow the way of textile dyes?”*

My conclusion was “yes, but not to such an extent as for textile dyes. Obviously I underestimated the pace of this restructuring process. Ciba does no longer exist as an independent company and Clariant is continuously restructuring and implementing cost saving measures which are reducing in my opinion their market competitiveness.

In my presentation I mentioned

**often big companies are reacting to negative market trends and crisis by implementing severe cost saving programs. By doing this, a vicious circle starts, as resources for R&D and sales forces are reduced what leads to a loss of competitiveness.**

I strongly believe that the four main suppliers of high performance pigments (Clariant, SUN, BASF/Ciba) lost market shares significantly during the last three years and this will in my opinion continue. The market segment “OEM/Automotives” is still dominated by the big suppliers and the current disastrous automotive crisis will affect these companies more than the smaller suppliers.

Contrary to textile dyes, I don't believe that the demand for pigments will shift so strongly from Europe/USA to Asia. The market structure and requirements for coatings, plastics and inks are different from the textile industry.

The continuing growth for pigments in Europe and the weakness of the big traditional pigment suppliers will offer a lot of additional opportunities to the other suppliers.

I am confident that also IQChem will take

advantage of this momentum. In 2008 we could increase our sales by value and volume by approx. 60 % against previous year. Of course due to the current crisis we cannot repeat such a performance in 2009 but we should be able to increase again our market share. To support this, we continue to invest in human and marketing resources.

As from January 1, we have an additional lab technician, have invested in new lab equipments and appointed two very competent marketing persons/agents for Benelux and Scandinavia (see page 4).

I would like to thank our valuable customers for the confidence in IQChem.

**It is our continuous aim to offer also in future best quality pigments at competitive prices combined with a marketing service above average. The customer's benefit will also be our benefit!**

Product Range and REACH pre-registration *Organic Pigments for Coatings*

IQC Product	CI No.	REACH	IQC Product	CI No.	REACH
		pre-reg. no.			pre-reg. no.
IQC Coat Yellow 74-T	PY 74	05-2114460358-44-0000	IQC Coat Quindo Red 122	PR 122	05-2114467560-48-0000
IQC Coat Yellow 74-O	PY 74	05-2114460358-44-0000	IQC Coat Red 2B 170	PR 170	05-2114472620-53-0000
IQC Coat Yellow 83-T	PY 83	05-2114392087-42-0000	IQC Coat Red 3B 170	PR 170	05-2114472620-53-0000
IQC Coat Yellow 83-O	PY 83	05-2114392087-42-0000	IQC Coat Red 5B 170	PR 170	05-2114472620-53-0000
IQC Coat Yellow 138	PY 138	05-2114391802-45-0000	IQC Coat Red A3B 177	PR 177	05-2114477349-34-0000
IQC Coat Yellow 139	PY 139	05-2114391802-45-0000	IQC Coat Red 188	PR 188	05-2114505556-50-0000
IQC Coat Yellow 151	PY 151	05-2114481986-28-0000	IQC Coat Red DPP 254 2030	PR 254	05-2114477501-50-0000
IQC Coat Yellow 154	PY 154	05-2114481987-26-0000	IQC Coat Red DPP 254 BO	PR 254	05-2114477501-50-0000
IQC Coat Yellow 155	PY 155	05-2114481991-37-0000	IQC Coat Quindo Violet 19 RV	PV 19	05-2114477697-27-0000
IQC Coat Orange 34	PO 34	05-2114460515-50-0000	IQC Coat Violet 23-B-Special	PV 23	05-2114478527-35-0000
IQC Coat Orange 36	PO 36	05-2114482006-53-0000	IQC Coat Violet 23-R	PV 23	05-2114478527-35-0000
IQC Coat Orange 43	PO 43	05-2116205688-40-0000	IQC Coat Blue 151	PB 15:1	05-2114481977-27-0001
IQC Coat Red 484 FBL	PR 48:4	05-2118522918-33-0000	IQC Coat Blue 60	PB 60	05-2114655144-52-0000
IQC Coat Red 112-T	PR 112	05-2114505547-49-0000	IQC Coat Green 7	PG 7	05-2114481982-36-0000
IQC Coat Red 112 FGR	PR 112	05-2114505547-49-0000	IQC Coat Green 36	PG 36	05-2114655144-52-0000

Product Range and REACH pre-registration *Organic Pigments for Plastics*

IQC Product	CI No.	REACH	IQC Product	CI No.	REACH
		pre-reg. no.			pre-reg. no.
IQC Plast Yellow 13	PY 13	05-2114456937-32-0000	IQC Plast Quindo Red 122	PR 122	05-2114467560-48-0000
IQC Plast Yellow 17	PY 17	05-2114392914-37-0000	IQC Plast Fast Red 3B 170	PR 170	05-2114472620-53-0000
IQC Plast Yellow 62	PY 62	05-2114504186-56-0000	IQC Plast Fast Red 5B 170	PR 170	05-2114472620-53-0000
IQC Plast Fast Yellow 83 FG	PY 83	05-2114392087-42-0000	IQC Plast Red 176	PR 176	05-2114482012-60-0000
IQC Plast Yellow 139	PY 139	05-2114391802-45-0000	IQC Plast Fast Red A3B 177	PR 177	05-2114477349-34-0000
IQC Plast Fast Yellow 180	PY 180	05-2114457552-47-0000	IQC Plast DPP Red 254 2030	PR 254	05-2114477501-50-0000
IQC Plast Fast Yellow 183	PY 183	05-2114457703-46-0000	IQC Plast Quindo Violet 19 RV	PV 19	05-2114477697-27-0000
IQC Plast Fast Yellow 191	PY 191	05-2114482000-65-0000	IQC Plast Violet RL-23	PV 23	05-2114478527-35-0000
IQC Plast Orange 34	PO 34	05-2114482006-53-0000	IQC Plast Blue 153 FG	PB 15:3	05-2114481977-27-0003
IQC Plast Fast Orange 64	PO 64	05-211-4505542-59-0000	IQC Plast Fast Blue 60	PB 60	05-2114655144-52-0000
IQC Plast Scarlet 2 BP 482	PR 48:2	05-2114461407-48-0000	IQC Plast Green 7 FG	PG 7	05-2114481982-36-0000
IQC Plast Scarlet 2 BSP 483	PR 48:3	05-2114461798-35-0000	IQC Plast Green 36	PG 36	05-2114505587-45-0000
IQC Plast Rubine 4 BP 571	PR 57:1	05-2114462077-48-0000	IQC Plast Fast Brown 25	PB 25	05-2118228152-54-0000
IQC Plast Rubine 571	PR 57:1	05-2114462077-48-0000	IQC Optibright OB-184		05-2114967543-39-0000

Product Range and REACH pre-registration *Polymer Soluble Dyes*

IQC Product	CI No.	REACH	IQC Product	CI No.	REACH
		pre-reg. no.			pre-reg. no.
IQC Plastosol S-Yellow 93	SY 93	05-2114659117-45-0000	IQC Plastosol S-Brown 53	SBr 53	05-2114659253-47-0000
IQC Plastosol S-Yellow 114	SY 114	05-2115893050-51-0000	IQC Plastosol S-Violet 13	SV 12	05-2114659268-36-0000
IQC Plastosol S-Yellow 114 FG	SY 114	05-2115893050-51-0001	IQC Plastosol S-Violet 13 FG	SV 13	05-2114659268-36-0001
IQC Plastosol S-Yellow 163	SY 163	05-2115893523-38-0000	IQC Plastosol S-Violet 59	SV 59	05-2115897470-37-0000
IQC Plastosol S-Yellow 163 FG	SY 163	05-2115893523-38-0000	IQC Plastosol S-Violet 59 FG	SV 59	05-2115897470-37-0001
IQC Plastosol S-Orange 60	SO 60	05-2114659144-48-0000	IQC Plastosol S-Blue 45	SB 45	05-2115897559-19-0000
IQC Plastosol S-Orange 63	SO 63	05-2115894020-53-0000	IQC Plastosol S-Blue 97	SB 97	05-2115897689-14-0000
IQC Plastosol S-Red 111	SR 111	05-2114659176-41-0000	IQC Plastosol S-Blue 104	SB 104	05-2115897825-24-0000
IQC Plastosol S-Red 135	SR 135	05-2114659207-44-0000	IQC Plastosol S-Blue 122	SB 122	05-2115897904-26-0000
IQC Plastosol S-Red 135 FG	SR 135	05-2114659207-44-0001	IQC Plastosol S-Green 3	SG 3	05-2115898038-32-0000
IQC Plastosol S-Red 179	SR 179	05-2114659226-44-0000	IQC Plastosol S-Green 3 FG	SG 3	05-2115898038-32-0001
IQC Plastosol S-Red 195	SR 195	05-2115897330-43-0000			

European Coating Show Nuremberg

31<sup>st</sup> of March – 2<sup>nd</sup> of April 2009

visit us at our booth 646, hall 7

and you will receive for example interesting technical information how to replace at lowest cost chrome oxide yellows by high performance pigments.

**IQChem Inc.** 

the expert team  
for organic pigments

with  + European warehouse  
+ Swiss screening lab

= Your (success)<sup>2</sup>