

## LANXESS HOLDS 1<sup>ST</sup> COLORED CONCRETE WORKS<sup>TM</sup> FORUM

The specialty chemicals group LANXESS is to hold, for the first time in Brazil, the **Colored Concrete Works Forum** – a forum on colored architectural concrete, which will present international case studies and discuss the technologies and advantages of the application, which is a gathering trend in modern architecture.

The event will take place on **September 15<sup>th</sup>**, in **São Paulo**, at the Renaissance Hotel, and will be attended by renowned specialists, including:

- **Jesus Marino PASCUAL**, a Spanish architect who has been internationally recognized for his work in colored concrete, and who is a member of the Higher Board of Architecture Schools. Author of the books, “Castillos de la Rioja” and “Los barrios de Bodegas. El ser de La Rioja Quel.”.

- **Lutz Kohnert**, Head of the Global Competence Center for the construction market.

- **Cláudio Oliveira Silva**, Manager of the Industry Area in prefabrication at Brazilian Portland Cement Association (ABCP) – responsible for the development of cement-based products, and general coordinator of the associations ABCP and ABCIC, BlocoBrasil, ABTC and Anfatecco.

- **Wolfgang Rieder**, CEO of FibreC group (Rieder Smart Elements GmbH, Rieder Faserbeton-Elemente GmbH, Rieder Projects GmbH, fibreC Austria GmbH).

- **Hugo Rodrigues**, director of Communications at ABCP and board member of such organizations as the Brazilian Concrete Institute.

Designed for architects, engineers and representatives of construction companies, the forum is part of the global campaign “Colored Concrete Works<sup>TM</sup>”, which promotes the versatile, esthetic and technical characteristics of concrete colored with Bayferrox® pigments through the collation and promotion of case studies, as well as the organization of symposiums and seminars – events that encourage interest in using colored concrete as a solution.

“The forum’s main aim is to present the Brazilian market with international case studies, technology, technical application concepts for the pigment in concrete, the advantages of the solutions, and through presentations and statements by specialists, to promote open discussion among participants and speakers”, says Lothar Schwarz, Sales and Marketing manager for Latin America at the Inorganic Pigment business unit at LANXESS.

Registration and information at: [www.forumcoloredconcreteworks.com](http://www.forumcoloredconcreteworks.com). The portal also provides new downloadable international case studies, such as on the Soccer City stadium in Johannesburg.

## **DETAILS:**

**Event:** 1<sup>st</sup> Colored Concrete Works Forum

**Location:** Renaissance Hotel, São Paulo

**Address:** Alameda Santos, 2233 – São Paulo (São Paulo)

**Date:** September 15<sup>th</sup> 2010

**Time:** from 8:30 AM to 1:30 PM

## **About Lanxess**

LANXESS is a leading specialty chemicals company with sales of EUR 5.06 billion in 2009 and currently around 14,300 employees in 23 countries. The company is represented at 42 production sites worldwide. The core business of LANXESS is the development, manufacturing and marketing of plastics, rubber, intermediates and specialty chemicals.

The Inorganic Pigment business unit at Lanxess is one of the leading inorganic pigment manufacturers in the world, with a broad and innovative portfolio, offering technical competence and expertise. The largest iron oxide production plant in the world is at its main site in Krefeld-Uerdingen, Germany. Together with the Jinshan plant in China and the Porto Feliz plant in Brazil, Lanxess has a capacity to synthesize over 350,000 metric tons a year.

For decades Bayferrox® pigments have demonstrated their efficiency in coloration for a great variety of products. They are characterized by high quality, processibility, and ecologically compatibility, complying with the standards demanded. The most important clients are the civil construction industry, followed by paint and coating sectors, and the plastics and paper industries. Iron oxide is also used, for example, in brake pads and airbags, and in purifying water from wells.