



Eye-catching fluorescent beauty

Several quite unrelated products require eye-catching colours and related qualities. Consider children's toys, the visibility requirements of traffic signs or safety gear, the visual magnetism of marketing and packaging materials, or the way personal make-up may highlight one's features. RADIANT COLOR NV in Houthalen, Belgium, is dedicated to the development and production of fluorescent pigments for specialised applications.

President of RADIANT COLOR since 1996, Frank Rutten is very enthusiastic about his company's product range. "We develop and produce pigments for special applications," he says. "Pigments that have UV fluorescent, thermochrome and vari-

actually see if the products haven't been transported at too high a temperature. Or these pigments could be used in paint for pipelines in production plants, signifying when they are too hot to touch. Variochrome pigments are interesting, too. They con-

Frank Rutten is president of RADIANT COLOR NV



applications include cars and expensive packaging materials."

Transparent and reflective

In addition, RADIANT COLOR produces pigments retaining transparency to be used on plastic like clarified polypropylene. "Standard pigments are opaque and do not have this special quality," Mr. Rutten explains. "We also developed pigments that reflect infrared light. These are used on surfaces that we do not want to heat up when exposed to sunlight, such as dark coloured cars and their

seats." RADIANT COLOR is investing continuously in research and development, so it is no surprise there are several new applications for fluorescent pigments as well. "We already

"We've extended our focus to include non-fluorescent high performance pigments."



Fluorescent pigments are the specialty of RADIANT COLOR

ochrome qualities, for instance. UV fluorescent pigments are invisible to the human eye without the use of a UV lamp and are used in ink for bank notes and other valuable papers, for example. A second major application is an invisible cutting line on labels for bottles, since the sleeves stretch while going through the production line, and by simply measuring where to cut, they would not produce the accurate size. Thermochrome means that the pigments change colour, either temporarily or permanently, with a change in temperature. This is still an ongoing development, making use of chemical processes. One application would be packaging material for frozen foods, so that consumers can

sist of multiple layers, allowing for a change of colour depending on the angle of the incoming light. Its



The fluorescent pigments of RADIANT COLOR are used in several striking packaging materials

supply pigments for water-borne cosmetics products, such as lip gloss or eye shadow," the president enthuses. "From January 2011 on, we cover the full range of personal cosmetics with pigments for solvent-borne products as well, such as nail polish and hairspray. The latter will not actually change the colour of your hair, but a 20% share of fluo-



From the production plant in Houthalen, pigments are sold to companies in 65 countries worldwide

rescent pigments in the spray will highlight your hair and visually deepen its colour. Of course, these products have to comply with very specific regulations and certification procedures. We also expect to achieve full approval for fluorescent pigments that will be in contact with food items. Again, the regulation is very strict since migration of any colour into the food must be avoided in all circumstances."

Holding

RADIANT COLOR was established in 1966. In 1992 it was acquired by the American RPM Holding, which mainly has subsidiaries in the industry of specialty coatings, sealing and building solutions. Besides RADIANT COLOR, RPM Holding has two other subsidiaries producing fluorescent pigments, DayGlo in the USA and Dane Color in the UK, which have a slightly different focus and supply a different market.

RADIANT COLOR has 60 employees and an annual turnover of 16 million EUR. Although it is backed by RPM Holding whenever necessary and profits from its purchasing power, RADIANT COLOR is basically run as an independent company. "We supply partners in over 65 countries around the world," Mr. Rutten states. "Around 70% of our export concerns European countries, and only 3% of our turnover is made domestically.

Our most important export markets are France, Germany, China, the USA, Italy, Poland and the UK." RADIANT COLOR has several plans for the future, the preparation of which began several years ago. "The market of fluorescent pigments is and always will be a niche market, and to expand our focus, we started a project on fluid and solid dispersions of more conventional high performance pigments," the president adds. "Yet even within this more general market, our hearts and expertise are still dedicated to applications with rather specific requirements." ■



Contact

RADIANT COLOR NV

Europark 1046
3530 Houthalen
Belgium
Phone: +32 11 520760
Fax: +32 11 526679
Info@radiantcolor.be
www.radiantcolor.be