



Farbenwerke®
Mastering Colors



Joint PR Announcement

Wunsiedel, 09/12/2019

Farbenwerke purchases the product line HEUCOBATCH™ of Heubach GmbH. A successful brand changes hands.

The official transfer of the HEUCOBATCH™ product line from the Heubach Group to Farbenwerke Wunsiedel took place on 08/01/2019.

- Acquisition of the HEUCOBATCH™ product line by Farbenwerke Wunsiedel
- Identical recipe production at the Wunsiedel site

Wunsiedel, Langelsheim. The market for color granulates, masterbatches and pigments is on the move. More and more companies are focusing on specialization and the expansion of their core competencies. **The Farbenwerke Wunsiedel group** of companies acquired the **Masterbatch product division HEUCOBATCH™** from **Heubach GmbH** on 08/01/2019.

“With this step, **Heubach** is focusing its activities on core business areas such as color pigments, corrosion protection pigments and a few selected pigment preparations. This consolidation step goes hand in hand with the expansion of pigment capacities in the USA, Germany and India and pursues the strategic objective of significantly expanding the market position of the Heubach Group. We are pleased that Farbenwerke, as specialists for the development and manufacture of such customized color granulates for PVC applications, is taking over the HEUCOBATCH™ product line. This will ensure the successful and sustainable development of the product line“, explains Johann Heubach, CEO of Heubach Holding.

With the takeover of HEUCOBATCH™, **Farbenwerke Wunsiedel** is further expanding its leading market position in the masterbatch area and is laying an important foundation for further expansion in the field of PVC applications.



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“We have achieved an outstanding market position in masterbatch production and PVC coloring”, says Manfred Rocktäschel, Marketing and Sales Director. A lead that the company is constantly expanding and developing. The very good feasibility of implementing the HEUCOBATCH™ product division, which was foreseeable in the course of the asset deal, as well as occurring synergy effects were among other things decisive for this entrepreneurial decision.

HEUCOBATCH™ is a high-quality masterbatch which is used for the coloring of hard PVC and thereby ensures a particularly reliable and efficient coloring process.

“A successful and established product line that meets our high quality requirements and at the same time perfectly complements our product range“, explains Dr. Josef Kuchler, Technical Director at Farbenwerke.

“The acquisition will enable us to expand our established product portfolio and provide our customers with a more comprehensive selection of products for the customized coloring of plastics“, comments Dr. Wolfram Ley, Chairman of the Executive Board of Farbenwerke Wunsiedel GmbH.

Identical recipe production at the Wunsiedel site.

Under the umbrella of the **Master Tec GmbH**, a sister company of Farbenwerke, all products of the HEUCOBATCH™ series are now manufactured and distributed in **identical quality** and are continuously being further developed in the interests of our customers. With this, Farbenwerke intends to increase its annual masterbatch production output by 70 percent.



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Information about Heubach GmbH

The **Heubach Group**, with sites in Germany, the USA, India and China, is an internationally active manufacturer of corrosion protection pigments as well as inorganic and organic color pigments, hybrid pigments and pigment preparations for applications in the coatings, plastics, printing inks, construction materials and other high-value special applications. More information can be found at:

www.heubachcolor.com

Information about Farbenwerke Wunsiedel GmbH

As a pioneer and manufacturer of pigment mixtures, masterbatches and compounds, **Farbenwerke Wunsiedel GmbH**, together with its sister company **Master Tec GmbH**, develops and produces high-quality coloring solutions, among others, for window and façade cladding, gutter systems, pipes, WPC applications and building chemicals. More information can be found at:

www.farbenwerke.de/en

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