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Venator Launches TMP- and TME-free TIOXIDE® TR81 pigment – the first in a new series of products

WYNYARD, UK – Venator, a leading supplier of specialty chemicals and ingredients, has introduced a TMP- and TME-free TIOXIDE® TR81 grade, the first in a series of reformulated titanium dioxide (TiO₂) pigments. This innovation will help customers stay ahead of evolving regulations while maintaining the same high-performance standards they rely on in the formulation of their products.

Designed to meet stricter chemical regulations, the new TIOXIDE® TR81 pigment delivers the same opacity, brightness, dispersibility, and durability as its predecessor – without trimethylolpropane (TMP) or trimethylolethane (TME). By replacing TMP with different organic compounds, customers can seamlessly meet compliance requirements without compromising product performance.

The TMP- and TME-free TIOXIDE® TR81 pigment is Venator's first in a new series of TMP and TME-free pigments. Further products in the range will be launched imminently and will include: TIOXIDE® TR85, TIOXIDE® TR88 and TIOXIDE® TR92.

Nicolas Joly, Venator's Executive Vice President of Commercial, said "The launch of our TMP-free and TME-free TIOXIDE® pigment range marks an important step in Venator's commitment to lead the transformation towards a sustainable TiO₂ industry. By reformulating these pigments, we're delivering solutions that can help accelerate efforts to meet the industry's sustainability goals, while preserving all the properties of our products."

Customers can learn more about Venator's TMP- and TME-free TIOXIDE® pigment range, at the European Coatings Show in Nuremberg, March 24-27. Venator's technical and commercial experts will be available at stand 5-210 in Hall 5 to discuss how these reformulated pigments can support compliance and sustainability targets.

Additionally, a new webinar series will be launched shortly. The first episode, entitled 'Unlocking the Future: TMP Reclassification and Ecolabel Transition', is scheduled for April 11, 2025. Registration for the webinar is available at www.venatorcorp.com.

The TMP- and TME-free TIOXIDE® TR81 pigment is available now with full documentation and the required food contact approvals in Europe.

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About Venator

Venator is a global manufacturer and marketer of chemical products that comprise a broad range of pigments and additives that bring color and vibrancy to buildings, protect and extend product life, and reduce energy consumption. We market our products globally to a diversified group of industrial customers through two segments: Titanium Dioxide, which consists of our TiO₂ business, and Performance Additives, which consists of our functional additives, color pigments and timber treatment businesses. Based in Wynyard, U.K., Venator employs approximately 2,300 associates and sells its products in more than 109 countries.

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For more information about Venator visit www.venatorcorp.com

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Any forward-looking statement speaks only as of the date on which it is made, and, except as required by law, Venator does not undertake any obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise. New factors emerge from time to time, and it is not possible for Venator to predict all such factors. Such factors could cause Venator’s actual results, outcomes, expectations and projections to differ materially from those contained in any forward-looking statement.