

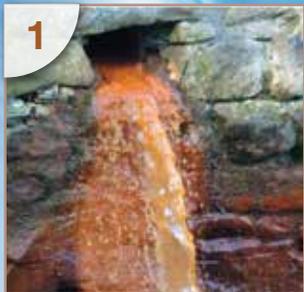
ENVIRONOXIDE[®]

PIGMENTS

MAKING THE WORLD A CLEANER PLACE

For centuries, Acid Mine Drainage was considered an unavoidable consequence of coal mining. This belief has resulted in the degradation of thousands of streams, rivers and lakes long after the mines were closed and abandoned.

EnvironOxide Pigments are made from iron oxide recovered from abandoned mine drainage through a waste elimination process that results in clean water. They can color a wide range of products including paints and coatings, cements, plastics, paper, mulch and more.



Polluted water from abandoned coal mine migrates to the surface.



Coal



This polluted water is channeled through a series of wetlands and ponds that removes toxins and neutralizes the pH.



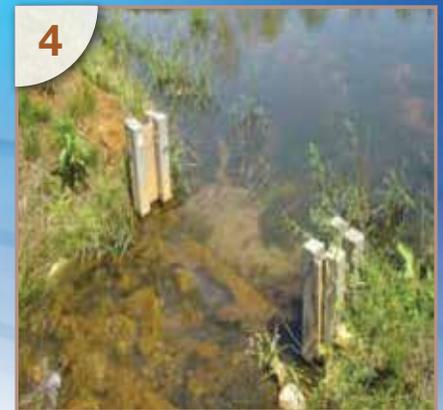
Iron Pyrite



At a neutral pH, the iron can no longer stay in solution and precipitates out as iron oxide suitable for use as a pigment. When enough material is collected, it is harvested.



Pigment



The result is **CLEAN WATER** that can be returned to the environment free from toxic residue.

Hoover Color pigments have been the industry standard since 1923. Whether you have a material or cost issue – or both - we can help. For engineered pigments with exceptional performance, quality and value, give us a call or email us today to get the conversation started. We will help you determine the right product for your specific application, and provide a sample for your evaluation.

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HOOVER COLOR
A Division of Cathay Industries

www.HOOVERCOLOR.com

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MAKING THE WORLD A CLEANER PLACE

EnvironOxide pigments are readily interchangeable with traditional iron oxide pigments, which are either mined or produced synthetically, and they offer the added benefit of being the result of an environmental restoration effort. Pigment properties, like durability, light stability, chemical resistance and low toxicity are similar to conventional iron oxides.

Currently there are seven EnvironOxide pigments being marketed by Hoover Color. We are also able to use the raw EnvironOxide material as a base material for producing a wider range of colors.

The pigments are lightfast and chemical resistant. BR-832 is heat stable to temperatures of 600F, while BR-833, BR-834 and BG-836 are heat stable to 300F. All have high purity and are below new 90 PPM total lead limits.

For many industries, EnvironOxide Pigments offer companies an easy way to further develop their "green" technologies.

EnvironOxide pigments have been recognized as a preferable colorant for green manufactured products or building projects by groups such as Building Green Inc.

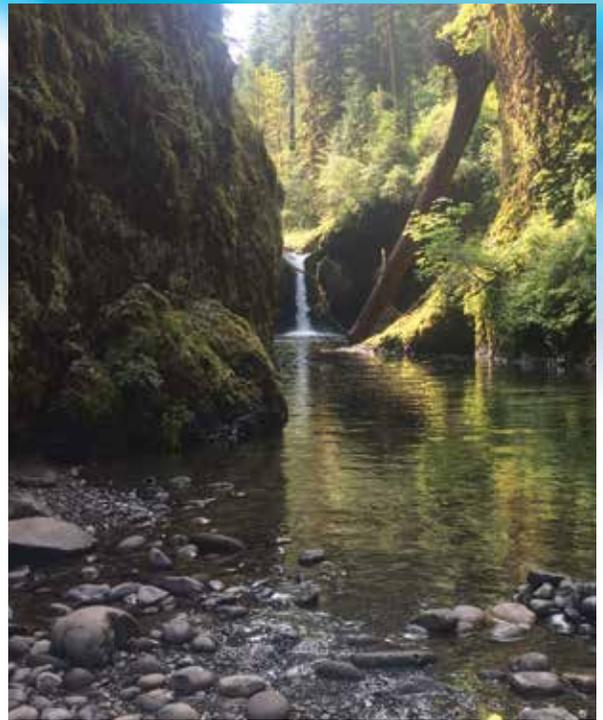


EnvironOxide Pigments are equal in Quality, Performance and Processing. And you get all this at a cost comparable to conventional iron oxide pigments.

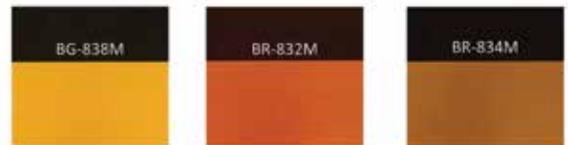
Call or email us to get the conversation started today.



Colors inspired by and made from
Nature



EnvironOxide[™] Pigments Introducing the "M" Class



The "M" class EnvironOxides are finer milled versions of our conventional EnvironOxides and exhibit better transparency, dispersability and tinting strength. These quality attributes make them ideal for metal coatings, including automotive coatings. In combination with effect-pigments they can be used to achieve Gold, Copper and Bronze metallic colored coatings.

All color images are for display purposes only. Contact Hoover Color for pigment samples. The facts and recommendations in this publication are based on our own research and the research of others, and are believed to be accurate. However, no guarantee of accuracy is made, the product discussed being sold without WARRANTY OF MERCHANTABILITY AND/OR FITNESS FOR A PARTICULAR PURPOSE OF USE.

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