



On behalf of Holliday Pigments

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PR45315

July 2009

SWAROVSKI MAKES CRYSTAL CLEAR SELECTION

Holliday Pigments' ultramarine blue has been handpicked to highlight one of the many spectacular features showcased in Swarovski's Crystal World Museum, Austria.

The brainchild of the Museum's artistic director and internationally renowned media artist, André Heller, the signature red-blue shade has been used to create a striking entrance, with the unique colour adorning the walls where visitors walk in to view the Attraction's nine chambers. Using light and sound to dramatic effect, the chambers contain an enchanting display of manmade formations and house the world's biggest crystal, weighing in at 137 pounds (62 kilograms).

"I discovered ultramarine blue in an old box of school paints and was immediately drawn to its intensity," said André Heller. "After some initial research I realised that this was the same shade favoured by French artist, Yves Klein, and the perfect complement to enhance the breathtaking beauty of Swarovski crystal."

The Museum's artistic team specified a paint made from Holliday Pigments' Ultramarine 32 from the pigment supplier's Swiss customer, KT Color – a company most renowned for producing Le Corbusier's famous colour range.

"It was a privilege to learn that our ultramarine blue has taken pride of place in one of Austria's greatest tourist attractions," said Holliday Pigments' Managing Director, Glyn Jagger. "The rich heritage and inherent properties of ultramarine lend it to many artistic applications and I look forward to seeing this prestigious setting in its full glory at the earliest opportunity."

The Crystal World Museum in Watten near Innsbruck was opened in 1995 - 100 years after the Swarovski family first created this luxury brand, now synonymous with the superior quality cutting and polishing of crystal lead glass.

For further information on Holliday Pigments' ultramarine blue, manganese violet and specialist pink grades visit www.holliday-pigments.com

For further information on KT Color's ranges visit www.ktcolor.com

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Suggested Photo Caption: *Holliday Pigments' ultramarine blue has been used to dramatic effect in the entrance to Swarovski's Crystal World Museum, Austria.*

Notes to Editor: About Holliday Pigments

Holliday Pigments is the world's leading supplier of ultramarine pigments, which are used in a variety of applications including plastics, coatings, cosmetics, artists' colours and printing inks. Exporting to over 80 countries, Holliday Pigments has dedicated customer and technical service teams at its factory in France and its commercial office in Singapore.

Holliday Pigments has a proud 120-year history in the manufacture of technical quality ultramarine and is the only ultramarine manufacturer in the world to have invested in Flue Gas Desulphurisation technology, reducing sulphur dioxide emissions inherent in the manufacturing process by more than 99.5%.

In August 2008, Holliday Pigments joined Rockwood Holdings Inc., becoming an important addition to the Color Pigments and Services Division. Rockwood's Color Pigments & Services Division is one of the largest worldwide suppliers of colored pigments for construction, coatings, plastics and specialty applications. The Division's manufacturing sites and customer service centers are located in the United States, United Kingdom, Italy, Germany, Australia and China with additional sales offices located in Singapore. For more information on Rockwood, please visit www.rockwoodpigments.com.

The Rockwood Color Pigments & Services Division is part of Rockwood Holdings Inc., Princeton, N.J., U.S.A. Rockwood Holdings, Inc. is a leading global specialty chemicals and advanced materials company. Rockwood has a worldwide employee base of more than 9,500 people and annual net sales of approximately \$3.1 billion. The company focuses on global niche segments of the specialty chemicals, pigments and additives and advanced materials markets. For more information on Rockwood, please visit www.rocksp.com.

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