

Longer lasting: UV absorber masterbatches protect plastic applications

Pinneberg/Germany, August 21th, 2014 - Users have very high expectations for the durability of plastics - products should be able to withstand UV radiation and other weathering effects for decades. But plastics are vulnerable to attack: the chemical bonds in the building blocks making up the polymer chains can be broken by the high-energy radiation in sunlight. ROWA Masterbatch, the Pinneberg-sited specialist for polymer specific colour, additive and multifunctional masterbatches, has a portfolio that includes recipes for all common polymers that can be specially tailored to the particular application and with which this degradation process can be efficiently inhibited.



Oxygen, water and environmental effects intensify this damage mechanism, which is known as photo-oxidation. Some polymers show visible signs of this attack by yellowing. Further degradation leads to matt surfaces and chalking of recipe ingredients. The polymer becomes brittle and starts to crack - it may even be completely destroyed.

With the ROWALID®-UV additive masterbatches from ROWA Masterbatch this process can be blocked: they are used, for example, to protect TPU roof underlayment membranes, polycarbonate-based antenna feet for automobiles as well as cruise ship railings and planks made of PMMA.

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Text approved - Specimen copy requested

ROWA GROUP Holding GmbH

About ROWA Masterbatch GmbH:

The ROWA GmbH was established in 1958 and is a partner in the ROWA GROUP of companies. The brand ROWA stands for technical competence, modern product design and customer oriented service the world over. Tailored customer solutions are part of the ROWA tradition and are a matter of course! The development of new products, the search for alternative raw materials and the constant and sustained optimisation of our processes, coupled with modern technology, motivated employees and economical environment protection enjoy the highest priority in our company. In 2010 the ROWA GmbH has been renamed into the ROWA GROUP Holding GmbH and the departments Lack and Masterbatch were newly formed as ROWA Lack GmbH and ROWA Masterbatch GmbH specialist division: Colour and additive masterbatches.

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