



The **2011**

Bayferrox®
Iron Oxide Pigments

Color Workshop



**An Intensive Hands-On
Program for Coloring
Concrete Products
with Confidence!**

LANXESS

Why are so many concrete products manufacturers missing out on the proven, value-added advantages of adding color pigments to their products?

At LANXESS, we think it's a matter of needing to gain more knowledge about color, and have hands-on technical experience working with pigments. So, we've developed the Bayferrox Color Workshop, an intensive educational and laboratory training program for manufacturers of precast concrete products. Come and learn how to use iron oxide pigments better so you can produce colored concrete products more consistently and economically, and with greater confidence.

The **Bayferrox Color Workshop** will take place at the Embassy Suites Hotel and the Bayferrox pigment laboratory in Burgettstown, Pennsylvania. After receiving comprehensive classroom education from our experts each morning, workshop participants will get in-depth laboratory experience all afternoon. During the laboratory training, and with the training manual they will receive, participants will learn about color theory, pigments and pigment loadings, techniques to use in the lab to match existing colors and to create new ones, variables that can affect the final color of your concrete product, and the various types of pigment metering systems available in the marketplace.

The Bayferrox Color Workshop.

It's for you!



Classroom Topics

Color and What It Is All About

In order to produce colored concrete products more economically, one must understand the concept of color. Therefore, an introduction into what color is all about plus how to communicate color is given.

Pigments for Coloring Concrete Products

A review of the spectrum of pigments available for coloring concrete products and an examination of their inherent advantages will be discussed. Also included is an introduction to the wide range of inorganic pigments available from LANXESS and how they are produced. Those pigments which should be avoided will also be reviewed.

Color Matching and Designing Techniques for Concrete Applications

Steps that are used by LANXESS for matching an existing color or creating an innovative original color concept will be outlined. These same steps can be used later on at your plant.

Handling of Bayferrox Pigments in a Concrete Facility

Every concrete product manufacturing plant is set up differently and has unique needs. This paper will discuss the variety of pigment handling systems that are available and how each can meet your individual requirements.

Parameters Affecting Color

A very thorough presentation on how raw materials, mix design, and processing conditions all can affect the final color of concrete products, and how they can be controlled. Efflorescence and the effects of weathering will also be discussed.

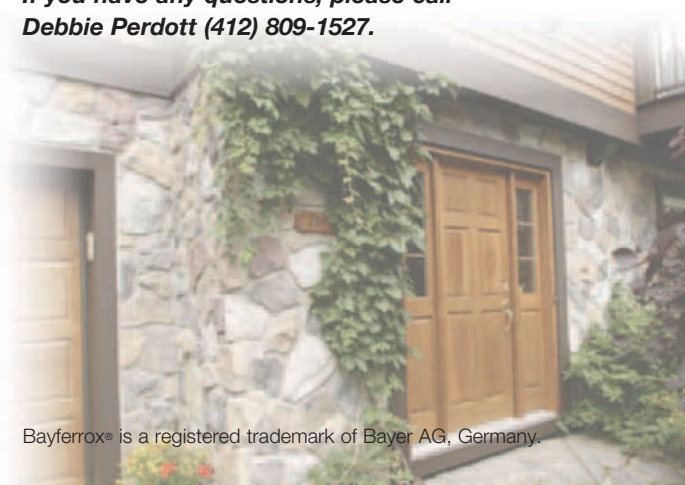
Laboratory Experiments

- Learn the proper laboratory techniques to do color matching including making drawdowns and laboratory-size test samples. These procedures can be used after the seminar at your manufacturing site. Recommendations for laboratory equipment will also be provided.
- Determine the difference between final color and the amount and shade of pigment necessary to achieve that color.
- Study the difference in color and tinting strength of natural oxides compared to synthetic iron oxides.
- See the effect the color of the cement and other raw materials has on the final color of a concrete product.
- Learn how to match the color of a sample with available raw materials using two and three primary iron oxide pigment shades.

Come Prepared to Work

LANXESS Corporation has been working with various concrete products industries worldwide for decades. The knowledge gained from our close working relationships with these industries has helped to create the Bayferrox Color Workshop. Whether you currently are producing colored concrete products, or are considering entering into this growing area of the concrete products marketplace, we're certain this workshop will be a worthwhile experience. Dress casually and be prepared for an intensive working and learning experience.

***If you have any questions, please call
Debbie Perdott (412) 809-1527.***



Bayferrox® is a registered trademark of Bayer AG, Germany.

Agenda

Day One

8:30 a.m. – 12:00 p.m. Classroom Sessions
(at hotel)

- **Color and What It Is All About**
- **Pigments for Coloring Concrete Products**
- **Color Matching and Designing Techniques for Concrete Applications**

12:15 p.m. – 1:00 p.m. Lunch

1:15 p.m. – Shuttle departs from hotel for
LANXESS facility

2:00 p.m. – 5:00 p.m. Laboratory Sessions

6:30 p.m. – Group Dinner

Day Two

8:30 a.m. – 11:30 a.m. Classroom Session
(at hotel)

- **Handling of Bayferrox Pigments in a Concrete Facility**

11:30 a.m. – 12:15 p.m. Lunch

12:30 p.m. – Shuttle departs from hotel for
LANXESS facility

1:00 p.m. – 4:00 p.m. Laboratory Sessions

Evening: Open

Day Three

8:30 a.m. – 11:30 a.m. Classroom Session
(at hotel)

- **Parameters Affecting Color**

12:00 p.m. Departure

Note: Your flight should not depart before
2:00 p.m.

*Laboratory training will be held at the
Burgettstown, PA offices of LANXESS.*

Presenters



Gary Lusty

*Technical Service Rep
Construction Industry –
Technical Service*

Gary has 8 years of laboratory experience, providing customers in the construction industry with color matches and technical assistance.



Jon King

*Technical Specialist
Construction Industry –
Technical Service*

*Associate Degree -
Laboratory Technician
Bidwell Training Center*

*B.S., General Studies, 2006
Point Park University, PA*

Jon has nearly 14 years experience working with inorganic pigments in the construction industry, providing color matching and technical assistance.

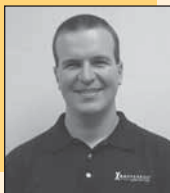


Michael Matheny

*Technical Service Manager
Construction Industry –
Technical Service*

*B.S., Ceramic Science, 1989
Penn State University, PA*

Mike has 21 years of experience at LANXESS in the pigment laboratory, and in providing pigment metering systems recommendations to manufacturers of colored concrete products.



Todd McHenry

*Senior Technical Service Manager
Construction Industry –
Technical Service*

*B.S., Biology, 1995
Grove City College, PA*

Todd has 15 years of experience providing color matching and technical assistance to concrete product manufacturers in a wide range of industries.