



Halsan Paint & Color to Use Cabot Corporation's Emperor® 1800 Carbon Black for Next-Generation Auto Coatings

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EMPEROR 1800 carbon black eliminates trade-off between color performance and ease-of-use

Unique particle structure with tailored surface chemistry creates superior performance without sacrificing formulation flexibility, manufacturing efficiency or overall cost

BOSTON--(BUSINESS WIRE)--Feb. 7, 2012-- [Cabot Corp.](http://www.cabotcorp.com) (NYSE: CBT) and Halsan Paint & Color Co., LTD. of Taiwan, China, announce the adoption of Cabot's EMPEROR® 1800 carbon black pigment in Halsan's Automotive Coatings.

This application of Cabot's product will enable Halsan to provide deep black coatings for premium automobiles and motorcycles throughout Asia.

Formulators of black coatings constantly strive for higher jetness, which means darker, cleaner and with a blue undertone. For formulators, achieving jet black color often means utilizing carbon black pigments that are extremely difficult to work with. Many high-end carbon black pigments require long milling times, the use of expensive dispersants, and they limit the ability of the formulator to tune other properties of the final coating.

Cabot's EMPEROR 1800 carbon black breaks this tradeoff between color performance and ease of use and allows companies like Halsan to achieve superior jetness without sacrificing formulation flexibility, manufacturing efficiency or overall cost. Cabot's product has a unique particle structure with a tailored surface chemistry that produces high jetness and a deep blue undertone. In using Cabot EMPEROR 1800 carbon black, customers can reduce dispersion times by more than 85 percent, and the amount of dispersion additives required by more than 50 percent, compared with competitive products.

The product's ease of use also enables greater formulation flexibility, reduced dispersant loading and reduced dispersion time – resulting in lower cost in use.

EMPEROR 1800 carbon black is the latest development from Cabot Corporation in the field of high-strength black pigments for water-borne formulations and represents a major advance in reducing production costs while surpassing industry standards for color performance.

ABOUT CABOT CORPORATION

Cabot Corporation, headquartered in Boston, Mass., USA, is a global specialty chemical and performance materials company. Cabot's major products are [carbon black](#), [fumed silica](#), [inkjet colorants](#), [aerogel](#), and [cesium formate drilling fluids](#). The company's website is: <http://www.cabotcorp.com>.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995: Statements in the press release regarding Cabot's business that are not historical facts are forward looking statements that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward looking statements, see "Risk Factors" in the Company's Annual Report on Form 10-K.

Source: Cabot Corp.

Cabot Corporation
Investor Relations
Susannah Robinson, 617-342-6129
or
Corporate Communications (U.S.)
John Shea, 617-342-6254
or
Marketing Communications (Europe)
Kim Herbots, +32 16 39 24 22