



The functional color company®

ARALON COLOR GmbH, Auf der Birke 9, 56412 Heiligenroth, Germany

ARALON COLOR GmbH
Tel.: +49 2602 99 770 0
Fax: +49 2602 99 770 69
E-Mail: info@araloncolor.com
www.araloncolor.com

Heiligenroth, Germany, July 01, 2020 – ARALON COLOR GmbH. We are honored to announce that Van Horn, Metz & Company is now the Exclusive Distributor for ARALON COLOR products in CANADA and the East Coast of USA!

ARALON®, the Functional Color company® established in 2010 with its operating company ARALON COLOR. We are the market leader in the innovation of formaldehyde-free, fluorescent pigments. Our ARAGEN and ARAQUA fluorescent pigments provide the best in class performance. With our ARAGLO rare-earth phosphorescent pigments and the ARASTIR powdery pigments dispersions, a wide range of innovations are solving technical and performance issues and deliver additional value for our customers.

After becoming the market STANDARD in the field, in Europe, it was time to strengthen our international presence. We identified Van Horn, Metz as a strong, committed team with a deep knowledge of pigments and their applications for North America. VHM's presence in the region as well as their market experience are necessary to create an optimal collaboration and serve the local customers.

"Aralon Color and the fluorescent pigments complement nicely our Color Universe, a portfolio of pigments and dyes that we recently launched," adds Barry Fisher, VHM's President. "We are now able to provide sustainable solutions for our customers manufacturing waterborne paints and dispersions, textile coatings, fluorescent latex foam, PVC traffic cones, where fluorescent effects are desired."

Due to the nature of fluorescent pigments, it is crucial to recommend the right product for each application. Starting our emerging cooperation with Van Horn, Metz, we are confident we will receive the best promotion of our innovations and increase our latest technology and high-quality products to this market due to convenient stocking locations. From today on, Canada and the USA will have easy access to ARALON COLOR's wide range of high-performance products.

About Van Horn, Metz

Van Horn, Metz & Company is a specialty raw material distributor to Paints, Coatings, Plastics, Rubber and other specialty industrial markets. Our mission is to be a trusted and reliable source for material and information by offering our customers leading technology and solutions, quality products and superior customer service.

ARALON COLOR GmbH
Auf der Birke 9
D-56412 Heiligenroth
Germany

Sparkasse Westerwald-Sieg, Montabaur
Konto-Nr.: 55024798 - BLZ: 57351030
BIC: MALADE51AK1
IBAN: DE10573510300055024798

Geschäftsführer / CEO: Dr. Rami ISMAEL
Registration number: HRB 25081
Amtsgericht / District Court: Montabaur
UST-Id Nr./VAT-Company no.: DE 306.164.127