

Imerys Carbonates Brazil announces a new product line: SUPERMICRO[®]

Determined to perpetually innovate, Imerys Carbonates announces the launch of a new product line of micronized ground calcium carbonate for South America: SUPERMICRO[®]. Engineered at the Bras Cubas plant, it is not only a valuable offer to customers, but also a significant expansion of the Imerys Carbonates South America product portfolio.

SUPERMICRO[®] boasts high brightness and low insoluble acid, which makes this new product line indispensable for the market segments such as plastics (PVC, EVA), adhesives and sealants, rubber, and thermoplastics. SUPERMICRO[®] is available in a range of medium particle sizes from 1.8 to 6 microns to meet the various needs of Imerys' customers.

Imerys will be presenting the SUPERMICRO[®] product line at the international plastics trade show, **FEIPLASTIC**, which will be held on **May 4-8, 2015 at the Anhembi Expo, São Paulo, Brazil**. The Imerys booth will be located in **stand B631**, and the product line specialists will be available to provide additional information and answer any questions regarding SUPERMICRO[®].

Contact: Sales Manager, Fabiana Rodrigues, +55 (11) 2133 3998 or fabiana.rodrigues@imerys.com

About Imerys

The world leader in mineral-based specialty solutions for industry, with €3.7 billion revenue and 14,900 employees in 2014, Imerys transforms a unique range of minerals to deliver essential functions (heat resistance, mechanical strength, conductivity, coverage, barrier effect, etc.) that are essential to its customers' products and manufacturing processes. Whether mineral components, functional additives, process enablers or finished products, Imerys' solutions contribute to the quality of a great number of applications in consumer goods, industrial equipment or construction. Combining expertise, creativity and attentiveness to customers' needs, the Group's international teams constantly identify new applications and develop high value-added solutions under a determined approach to responsible development. These strengths enable Imerys to develop through a sound, profitable business model.

About FEIPLASTICS

Being the largest trade show and a prestigious event in Latin America, FEIPLASTICS gathers over 1400 national and international brands in many sectors, including basic products and raw materials, plastics, and synthetic resins. The event serves as a base for promoting economic and technological development in the industry, showcasing new products, and generating business in the plastics industry.

For more information about the trade show visit: <http://www.feiplastic.com.br/en/>