



FOR IMMEDIATE RELEASE

NEW YORK, FEBRUARY 27, 1967 - Titanium Pigment Corporation has announced the introduction of a completely new non-chalking chloride pigment, TITANOX CL-NC. Research and exposure tests show this pigment to be unsurpassed in gloss retention and chalk resistance. These qualities are achieved while maintaining excellent pigment performance in terms of hiding power, color tone and dispersibility. The new pigment has application in automotive finishing and a wide variety of exterior coatings including house paints, maintenance paints, and coil coatings.

Titanium Pigment Corporation, a subsidiary of National Lead Company, will market the new pigment, produced at the Sayreville, New Jersey plant, on a national basis.

Release sent to: Wall Street Journal, OPD, Journal of Commerce, Chem. & Eng. News, Chemical Processing, Chemical Week, Metal Products Mfg., Paint, Industrial Finishing, Color Engineering, Mr. MacGuffie (6).