



FOR RELEASE: 12:00 NOON
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NEW YORK, SEPTEMBER 17, 1963 - Titanium Pigment Corporation opened its new Technical Service Laboratories at Hightstown, New Jersey today. This newly constructed facility has the most modern laboratory equipment for the development of technical information on the use and application of titanium dioxide pigments in the manufacture of various industrial products, such as paints, paper, rubber, plastics, ceramics and inks. About two hundred representatives of these industries from the Middle Atlantic States toured the new facilities. Titanium Pigment Corporation is a subsidiary of National Lead Company.

The new facility is the second unit built by National Lead Company on its 250 acre site adjacent to the New Jersey Turnpike. It adjoins a research laboratory building opened in September last year, which was the first unit of a research complex that is planned for this site.

The Technical Service Laboratories consist of a one-story reception and administrative wing, and a two-story laboratory building, designed to provide approximately 42,000 square feet of space and 34 separate laboratories. The exterior surface of the building is tan face brick with extruded aluminum window sash in combination with opaque porcelain enamel panels. Interior finished floors are vinyl asbestos tile and the air conditioning ducts run above the suspended acoustical ceiling.

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A new ten-acre Paint Exposure Test Station, has been established about a quarter of a mile east of the laboratory buildings. There are about three running miles of fence on which painted test panels are placed and

exposed to the weather.

Titanium dioxide is the most effective white opaque pigment known today. It imparts hiding power and brilliance to finishes for homes, automobiles and appliances; it imparts whiteness to papers and prevents show-through; it imparts whiteness and brightness to rubber and plastic products.

Titanium Pigment Corporation, a pioneer in technical service to its customers, first established Technical Service Laboratories in 1928 in Brooklyn, New York. In 1937 the laboratories were moved to larger quarters in New York City which by 1963 were again outgrown, necessitating the transfer to Hightstown. These dates parallel the infancy and growth of the titanium pigment industry and technical assistance has grown with the industry. Graham W. Corddry, vice president of Titanium Pigment Corporation highlighted the important role of technical service when he remarked, "The competitive spirit inherent in the free enterprise system of today makes complete and accurate technical service on the use of intermediate products a must. You can work night and day to improve your product quality but if you cannot back up your product with the finest technical service possible, you have not completely served your customers' requirements."

Ore for the manufacture of titanium pigments is mined at the company's MacIntyre Development in the Adirondacks at Tahawus, New York, and shipped to company plants at St. Louis, Missouri, and Sayreville, New Jersey, where the black ilmenite ore is transformed into a bright white pigment.

The architect for the Technical Service Laboratories was the Ballinger Company and the general contractor was Irwin and Leighton, Inc., both of Philadelphia.