



**FOR IMMEDIATE RELEASE**

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## **Color and Protect your PU Foam Products with Milliken Additives**

**Spartanburg, SC** - At Foam Expo North America 2019, Milliken & Co. will again be demonstrating why it is one of the world's leading suppliers of additives for polyurethane (PU) foam. At booth #1810 Milliken will display its broad portfolio of products for the polyurethane industry, including its Reactint® and DispersiTech™ colorants and its Milliguard® additives. It will highlight how its new innovative technologies can reduce foam emissions and improve indoor air quality.

It's no secret that color can turn an ordinary PU foam into something special. It can stir up or ease emotions and grab consumers' attention.

Milliken supports foamers who offer Deep Color Foam with its Reactint colorant technology for coloring polyurethane. Reactint colorants are reactive polymeric liquid colorants that consist of chromophores that chemically bind to polyols. The colorant reacts into the polyurethane polymer matrix, yielding deep, vibrant shades of foam. Milliken offers a variety of primary colors for polyurethane slabstock -- including blue, orange, red, yellow, violet and black -- but can also formulate custom blends to make virtually any color of the rainbow.

Color helps to give a brand identity to the foam and suggests that the product has certain qualities. It also highlights various, differentiating characteristics such as comfort, resilience or breathability that PU foam can bring to any product.

Milliken's Milliguard AOX antioxidant offering, meanwhile, protects polyurethane and other thermoset polymers from oxidation and degradation. Specially designed to support polyurethane flexible foamers, polyol suppliers, foam converters and other PU producers, it improves the quality and durability of final PU parts by preventing odor-causing degradation byproducts and discoloration caused by exposure to light, heat and nitrogen oxide (NOx) pollution. This polymeric additive also helps producers to meet stringent environmental and air quality standards by reducing volatile organic compound (VOC) and outgassing condensation (FOG) emissions.

"Milliken continues to develop technologies that help to improve vehicle interior air quality and meet the newest, most stringent automotive industry requirements," notes Jesse Shoultz, global product line manager, PU Colorants & Additives, Milliken. "Milliguard AOX technology plays an important role in reducing the generation of aldehydes in PU foam, but Milliken is still investing in development activities to bring other aldehyde reduction solutions to the market."

Another Milliken product line -- Milliguard® UVX UV absorbers -- protects PU from yellowing and degradation caused by exposure to UV light. Supplied in liquid form for easy handling and metering, they help PU producers and converters to deliver fresh, long-lasting urethane products with lower VOC and FOG emissions. These UV absorbers, reactive in nature, are widely used in PU for textile foam and automotive applications.

Visitors can see and feel the results up close at Foam Expo North America in Novi, Mich. from March 26-28, where Milliken will display a variety of PU foam products featuring its value-added ingredients.

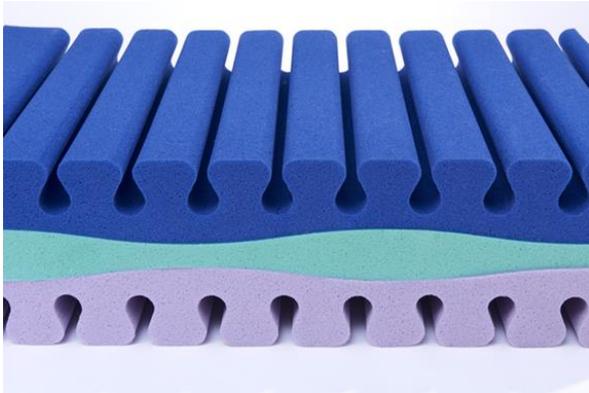
### **About Milliken**

Milliken is an innovation company that has been exploring, discovering, and creating ways to enhance people's lives since 1865. Working from our laboratories, application and development centers around the world, our scientists and engineers create coatings, specialty chemicals, and advanced additive and colorant technologies that transform the way we experience products from automotive plastics to children's art supplies. With expertise across a breadth of disciplines that also includes floor covering and performance materials, the people of Milliken work every day to add true value to people's lives, improve health and safety, and make this world more sustainable. For more information, visit [chemical.milliken.com](http://chemical.milliken.com) or [www.milliken.com](http://www.milliken.com).

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**PHOTOS: Milliken's Broad Portfolio of Products for the Polyurethane (PU) Industry, Including its Reactint® and DispersiTech™ Colorants and its Milliguard® Additives Color and Protect PU Foam**

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High resolution photography is available by contacting Amy Godfrey at [agodfrey@ahminc.com](mailto:agodfrey@ahminc.com).