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Orion S.A. to showcase new bio-circular carbon black and highlight sustainable performance at 37th Western Coatings Symposium and Show

New ECOLAR 50 POWDER performs comparably to traditionally produced specialty carbon blacks, enabling formulators to develop more sustainable coatings

HOUSTON – Global specialty chemicals company [Orion S.A.](#) is forging the path forward in sustainable coatings. At the 37th Western Coatings Symposium and Show (WCS) Oct. 19-22 in Las Vegas, [Orion](#) (Booth #311) will showcase ECOLAR 50 POWDER, its new bio-circular carbon black for a broad range of coatings systems. Spotlighting its sustainability strategy, Orion also will deliver a presentation on reducing carbon footprint with sustainable carbon black.

ECOLAR 50 POWDER delivers coloristic properties comparable to traditional specialty carbon blacks across many types of coatings applications. A low to medium color furnace black, ECOLAR 50 POWDER's coloristic properties provide medium jetness in mass tone applications plus good tinting strength. Based completely on bio-circular feedstock not in competition with the food chain, ECOLAR 50 POWDER contains 100% biogenic raw material per ¹⁴C analysis.

“As a premium supplier of sustainable carbon black solutions, we recognize that investments in innovative and sustainable products and technologies enable us to introduce a broad range of products using recycled materials,” said Zack Hays, Orion S.A.’s marketing manager for coatings and printing systems in North America. “ECOLAR 50 POWDER is a major step forward in enabling our customers to produce truly sustainable products, plus contribute to a healthier planet and a more circular economy.”

Jaelene Matos, Orion technical marketing manager for coatings systems in North America, will present, “Reducing Carbon Footprint with Sustainable Carbon Black” Oct. 21, 2025, at 10:50 a.m.

She will show how Orion reduces CO₂ emissions by producing carbon black with recycled or renewable feedstocks and describe advances and innovation initiatives in sustainable carbon black. In addition, she will detail the comparable coloristic performance of circular gas blacks and furnace blacks with traditionally produced carbon black in water- and solvent-borne coatings systems.

For more information about the Orion portfolio for coatings systems, contact the Orion sales team [here](#).



About Orion S.A.

[Orion S.A.](#) (NYSE: OEC) is a leading global supplier of carbon black, a solid form of carbon produced as powder or pellets. The material is made to customers' exacting specifications for tires, coatings, ink, batteries, plastics and numerous other specialty, high-performance applications. Carbon black is used to tint, colorize, provide reinforcement, conduct electricity, increase durability and add UV protection. Orion has four innovation centers and produces carbon black at 15 plants worldwide, offering the most diverse variety of production processes in the industry. The company's corporate lineage goes back more than 160 years to Germany, where it operates the world's longest-running carbon black plant. Orion is a leading innovator, applying a deep understanding of customers' needs to deliver sustainable solutions. For more information, please visit orioncarbons.com.

Forward-Looking Statements

This document contains certain forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements are statements of future expectations that are based on current expectations and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in these statements. You should not place undue reliance on forward-looking statements. Each forward-looking statement speaks only as of the date of the particular statement. New risk factors and uncertainties emerge from time to time and it is not possible to predict all risk factors and uncertainties, nor can we assess the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. We undertake no obligation to publicly update or revise any forward-looking statement as a result of new information, future events or other information, other than as required by applicable law.

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Caption: ECOLAR 50 POWDER can help coatings formulators produce more sustainable coatings. It delivers comparable coloristic properties to traditionally produced carbon blacks across a wide range of coating systems. Courtesy of Orion.