

## Press Release

### For Immediate Release

# SolidFlow: Pigments You Can Pour Unveiling a Sustainable Innovation in Pigments

Pozzolo Formigaro, Italy – January 24th, 2024

SIOF proudly announces the launch of SolidFlow, a groundbreaking pigment innovation that is reshaping the industry's landscape. Born in 2024 at our Pozzolo facility, SolidFlow is not just a new pigment; it's a new era in pigment technology, merging traditional manufacturing wisdom with the limitless potential of AI.

SolidFlow distinguishes itself by bridging the gap between granular and finely dispersed pigments. Its unique characteristics allow for effortless dispersion, challenging traditional notions of pigment solubility. This innovative product requires no special treatment to achieve perfect dispersion, setting SolidFlow apart as a true industry game changer.

SolidFlow is a pigment that flows like a liquid while maintaining its solid, insoluble nature. It's a testament to the power of interdisciplinary innovation and our commitment to sustainability. By optimizing chemistry and physics processes, SolidFlow achieves unparalleled dispersibility with as little water or liquid medium as necessary. This intricate dance of particles, guided by our expertise, ensures that SolidFlow is as effective as it is sustainable.

*"As we stand at the cusp of this exciting frontier, SolidFlow invites you to join us in painting a future that's not just brighter and more colorful but also more responsible and visionary,"* said Giuseppe Zanella, CEO of SIOF.

SolidFlow embodies sustainability and performance, amplifying each other. It's a product that defies norms, flowing effortlessly while maintaining its solid, insoluble nature. Welcome to this new era with SolidFlow, where the boundaries of what's possible are constantly being expanded.

For more information about SolidFlow and to experience this sustainable innovation firsthand, please visit [solidflow.it](https://solidflow.it) or contact [info@solidflow.it](mailto:info@solidflow.it).

## About SIOF

Headquartered in Pozzolo Formigaro, Italy, SIOF has been a pioneer in pigment technology for over a century. With a relentless pursuit of excellence, SIOF continues to shape the future of pigments and colors, driving the industry towards more sustainable and innovative solutions.

For more information about SIOF, please visit [siof.it](https://siof.it) or contact [siof@siof.it](mailto:siof@siof.it)