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Announcement of a newly formed distribution partnership between the Austrian manufacturer of inorganic colour and anti-corrosive pigments Habich GmbH and the Dutch company Profiltra BV, based in Almere

Habich GmbH and Profiltra BV announce the signing of a newly formed distribution partnership.

The agreement, which comes into effect on 1 January 2022, appoints Profiltra BV as distributor for Habich products in Germany, Italy, the Netherlands, Belgium and Luxembourg.

From its headquarters in Austria, Habich GmbH has been producing and distributing high-quality inorganic pigments for a wide variety of applications for more than 175 years.

Habich GmbH, which offers its services globally either directly or through partners, is a manufacturer of outstanding corrosion protection pigments and corrosion inhibitors. As a customer and market-oriented supplier, Habich GmbH also offers an extensive range of inorganic coloured pigments and customised pigment preparations. Habich has firmly established itself in the market as a manufacturer of state-of-the-art bismuth vanadate pigments and has been supplying its high-quality products to many customers in the paint, printing ink and plastics processing industries for many decades.

Profiltra BV, established in 1941 and based in Almere, is a Dutch company which has been professionally providing colour solutions for many years. Profiltra places particular emphasis on competent advice and technical support for its customers.

With the newly formed sales partnership, both companies are strengthening their position in the market.

Profiltra is expanding its portfolio with the products of Habich GmbH to include a comprehensive range of inorganic coloured and anti-corrosion pigments.

Habich is strengthening its sales activities in the markets served by Profiltra in the future: Germany, Italy, the Netherlands, Belgium and Luxembourg.

As both companies attach particular importance to the technically competent support of their customers with high-quality and economically marketable products, those responsible at Profiltra BV and Habich GmbH are convinced that with this sales partnership they have formed a strong team that will provide our customers with the best possible support.

Best regards,

Your Profiltra Color Solutions Team