

CREATORS OF PIONEERING EFFECT PIGMENTS

We bring color to the world

Facts and figures

- Founded in 1999
- Turnover 2019 of 88.6 M USD
- 521 employees
- Headquartered in Fuqing, Fuzhou Province, China
- Listed on the Shanghai Stock Exchange
(Stock no. 603826)
- DIN ISO 9001 certified

A LEADING EFFECT PIGMENT MANUFACTURTER

Kuncai is the leading manufacturer for synthetic mica based effect pigments. A patented, optimized production process ensures consistent and easily reproduced mica quality standards. Production of synthetic mica is fully integrated into the other effect pigment production processes at the manufacturing sites. In addition Kuncai continuously develops its R&D, application know-how and quality controls to fulfill the requirements of highly demanding application areas.

OUR HISTORY

20 years of Expertise in Effect Pigments

Kuncai's expertise has grown over more than 20 years of engineering pearlescent pigments. Constant innovation in technology and production infrastructure ensures state-of-the-art effect pigments for local and global markets.

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2017

Initial public offering of Kuncai on the Shanghai stock exchange

2016

Kuncai India and Kuncai Australia are established

2016

Commissioning of Plant 2

2015

Opening of Kuncai Europe, Kuncai USA, Kuncai Korea offices and warehouses

2009

Fujian Kuncai in Fuqing, Fujian, China established – Completion of Production Site 1 (Plant 1)

1995

Mr. Bingkun Xie establishes Kunwei Co., Ltd., Wenzhou, Zhejiang, China – Pearl luster pigment plant

- Two innovative plants near Fuqing, Fuzhou, China
- Overall capacity of 20,000 tons of synthetic mica substrate
- 30,000 tons annual production capacity for mica based effect pigments
- Fully automated production and packaging facilities
- Global sales organization
- New quality and analytics lab facilities
- On-site application center

OUR VALUES

Who we are

Kuncai structures its business based on its approach to six key markets. These will form the major pillars on which our business success is built. Our philosophy can be summarized by 6 Ps which encapsulate our core values in a few key words.

- **Productivity**
Providing new and existing employees with surroundings that are demanding but innovation-driven— for our joint company future.
- 6 • **Potential**
Ensuring that people can grow professionally, are equipped with the necessary skills and have ownership to realize innovative projects that contribute to the future success of the company.
- **Passion**
We want our products to be them successful for our customers. The quality of our products, the expertise of our service and the continuous support of our customers all aim to ensure complete customer satisfaction.
- **Practice**
Constant development of our skills and the application of lessons learnt to decision-making leads to pragmatic, solution-oriented results for our customers.
- **Progress**
“What’s next?” That is the question that drives us when it comes to new technologies, products and our market approach.
- **Perfection**
Kuncai strives for continuous improvement and is focused on the global success of the company to achieve a position of highly professional business excellence.



OUR CORPORATE VISION

Where we are heading

“ We believe our products have the ability to enhance the human experience through esthetic appeal. Kuncai seeks to provide global leadership in our industry through constant innovation, meeting the everchanging expectations of our customers. ”



OUR COMPETENCES

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What we do best

- **Market strength**
Kuncai is one of the top three companies in the world in the pearlescent materials industry.
- **Product strength**
Largest synthetic mica production for substrate and finished synthetic mica pigments in the world.
- **Production technology**
Fully self-developed automated production and packaging infrastructure at all our sites.
- **Value chain integration**
Full integration of all major raw materials in our production infrastructure. On-site production of synthetic mica substrate.
- **R&D know-how**
More than 100 patents for our substrate engineering, manufacturing, product and application technology



TARGET MARKETS

Industries we serve

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Kuncai effect pigments are suitable for all major applications where the enhancement and esthetic perception of surfaces play an important role. Whether they are technically or esthetically driven, our products can be found in a vast number of end applications and different materials: automotive (interior and exterior), consumer goods, seed coatings, paper coatings, ceramics and glass, composites, decorative cosmetics and personal care products.

- Automotive Coatings
- Industrial Coatings
- Plastics
- Printing Inks
- Cosmetics
- Personal Care

PORTFOLIO

What we offer

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A focus on three major product substrates
(natural mica, synthetic mica, borosilicate)

Small to big particle size effect pigments
with optimized particle size distributions

High color intensity, strong chroma, high reflection of
finished products containing effect pigments

All major color areas (silverwhite, interference, gold,
metallic and multicolor)

Special effect pigments for demanding
industrial and cosmetic applications

Kuncai offers a wide range of effect pigments based on three different substrates. Natural mica, synthetic mica and borosilicate. Based on advanced production and process technology, Kuncai offers best-in-class products especially when it comes

to color intensity, high chroma and high reflection effect pigment characteristics. We also supply special products for demanding outdoor applications, the cosmetics industry and specialized industry applications.



BENEFITS FOR OUR CUSTOMERS

The added value we offer

Based on a holistic self-development approach, we focus on being a reliable, solution-orientated, global supplier of effect pigments. This translates into

benefits for our customers, more choice and strategic innovation in our application areas.

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- Global availability of products
- Local support by global sales network
- Broad range of effect pigments from a single source
- Continuous product innovation
- Future-safe production and technology infrastructure based on our own in-house raw material engineering
- Multi-site production capability
- Outstanding value-in-use ratio due to exceptional product quality
- International experience coupled with the flexibility of a medium-sized company

A GLOBAL ORGANIZATION

On hand where you need us

With our global organization present in all major regions of the world, we ensure the global availability of our products for

global customers. A local distributor network furthermore supplies products to meet the demand of local customers.

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SOCIAL RESPONSIBILITY

Actions speak louder than words

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Fujian Kuncai Material Technology Co. Ltd. has globally achieved Silver status under the EcoVadis Corporate Social Responsibility (CSR) Rating 2018. EcoVadis is an independent, globally recognized agency. In a benchmark comparison, Kuncai ranks above industry average in the coatings, varnishes and printing inks industry category across all four evaluated areas: environment, labor and human rights, ethics

and sustainable procurement. Kuncai is ranked among the top 6% best-in-class suppliers in labor and human rights.

In addition, we also support activities in education, as sponsorship of local schools and universities improve the life of disadvantaged minority groups in the regions in which we operate.





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