

10.06.2014

- Press Release -

WELA-Colours & PRAYAG make the world more colourful

WELA-Colours GmbH take over general representation for Europe

Goldenstedt. Since their foundation in 1991, the WELA-Plast GmbH based in Goldenstedt (Germany) has grown into a recognised **raw materials specialist for the plastics industry**, and they stand for **appropriate and optimised manufacture of operational materials meeting** customer requests. Many years of experience and state of the art **innovative process technology** mean they can offer products of the highest quality and guarantee consistent quality.

Today WELA-Plast GmbH is an **international company with clients all over Europe**. The product range goes from standard LD and HD products right up to PE / PP, standard PP types and highly filled PP compounds. In addition master batches based on new materials and recyclates, chalk batches, WPC (Wood Plastic Composites) or other highly filled compounds are produced according to instructions or blends from clients.

Since the 1/4/2014, „WELA-Colours GmbH“ have taken over general representation of master batches and additives from PRAYAG Polytech (Pvt) Ltd., New Delhi, India (<http://www.prayagmb.com>) as a 100% subsidiary of „WELA-Plast GmbH“. In India, the „country of colour and pigment“ PRAYAG are the leading manufacturer and exporter of master batches and additives. Every year, 50,000 tonnes of paint, UV, additives and master batches are produced in three production sites covering 25,000 square metres.

As PRAYAG are certified to DIN-ISO 9001 (2008), they can supply all necessary accompanying documents for every batch, such as quality certificates, safety and material data sheets, food compliance statements, REACH statements, RoHS and SVHC statements, and any other documentation customers may request.

WELA Colours GmbH have taken over general representation for the following countries:

- Germany Austria, Switzerland
- Holland and Belgium
- France and Spain
- Denmark, Sweden, Norway, and Finland

The paint master batches marketed under the brand name **„PRACAL COLOUR“** are suitable for a variety of demanding applications. Due to the **excellent homogenisation** of the pigments in the carrier polymer matrix, the end product exhibits **high finish quality and high richness of colour**, naturally also in client-specific formulations in a variety of polymers.

„**PRACOL BLACK & WHITE**“: Based on ultra-fine soot and rutile dioxide, Pracol Black and White master batches offer great coverage, lightness, colour strength and UV protection. As well as excellent thermo stability on the one hand, and absolute dispersion properties on the other, these master batches meet the demands of the most varied **fabrication processes, such as blown and film extrusion, injection moulding, rotational moulding, mono and multi-filaments, as well as pipe and profile extrusion.**

„**PRAFIL COMPOUNDS**“: Prafil Compounds are manufactured and compounded for highly specialised applications according to client specific requirements. This meets the various challenges associated with applications in the widest possible range of market segments such as **automotive, electronics, telecoms, furniture or even domestic appliances, and also in agriculture, defence and railways.**

Additives which modify shelf life and product characteristics are grouped under the brand name „**PRADIT ADDITIVE**“. This includes **UV stabilisers, flame retardants, nucleating agents, anti-statics agents, anti-oxidants, lubricants, as well as anti-slip and anti-block additives.**

„**PRADIT FOAM**“ is a specially developed **propellant for foam sheeting, foam panels and rotation mouldings.** It guarantees a smooth surface with a fine, consistent cell structure. In addition, anti-oxidants for stabilising polyolefins, polymer processing aids and UV protection compounds are available.

Last but not least, the range also includes a cleaning granulate „**PRALIT PURGE**“. This compound is ideal for **washing and cleaning between colour changes, material changes and / or shutdowns.** This means it offers a low cost, labour-saving option for cleaning production units.



Making the world more colourful together since April 2014.