

Kia Motors Changes Pretreatment Process to GardoFlex

New multi-metal zinc-phosphate technology

Frankfurt/Germany, April 28, 2014 – Chemetall, a division of Rockwood Holdings, Inc. (NYSE: ROC), today announced that Kia Motors Slovakia (KMS) has chosen Chemetall’s new GardoFlex multi-metal zinc-phosphate pretreatment technology. The GardoFlex process, which can be directly integrated into any production line, was selected by KMS because it both enhances the quality of KMS’s production process while achieving significant process cost savings.

KMS elected to switch their metal pretreatment from a conventional zinc-phosphate process to GardoFlex because the new technology combines the known benefits of traditional and reliable zinc-phosphate technology while bringing the standards up to the new global automotive industry market demands. Peter Geleta, paint shop Senior Manager at KMS explains: “GardoFlex provides us with numerous advantages. As the technology was simple to implement in our existing line, it was an easy step for us to enhance our metal pretreatment process in terms of quality and process costs.”

Modules Allow For Process Economics

The GardoFlex system was introduced in January 2013. The finer crystal formation and the uniform layer on the metal surface ensure a better quality of the phosphate layer. With the new GardoFlex system, significant process cost economics were achieved. By reducing the temperature in the zinc-phosphate bath, energy costs were substantially reduced. Also the bath life of the activation stage was prolonged. František Podzimek, manager of paint shop engineering section noted: “With our former process we had to completely renew the activation bath every three weeks. With the optimally aligned GardoFlex technology we only have to do it every six months. We save huge amounts of water as well as waste water effluent, which dramatically reduces our maintenance work.” Instead of a powder product, KMS selected the liquid module for their production line as they found that automatic dosing of the liquid product ensures a simplified operation of the process.

Customized Pretreatment Boosts Production

The GardoFlex technology can be used for all standard metal materials used in the automotive industry. No limits exist for the throughput of aluminum substrates, and even non-galvanized steel can be treated without any problem. The modern zinc-phosphate technology consists of a large number of high-performance modules. For every process step within the metal pretreatment, KMS and Chemetall have defined the optimal modules, allowing an increased process efficiency and a raise in the production yield. Out of the multiplicity of products Chemetall offers, modules are selected as a function of the local market conditions, legal regulations, plant technology available and the substrate throughput. KMS car bodies and components are steel, galvanized steel and hot-dip galvanized steel.

KMS has used Chemetall as their key supplier for metal pretreatment for years, as those products had already tested successfully at the Kia and Hyundai plants in Korea. In 2006, Korean's oldest manufacturer of motor vehicles, started their first automotive production plant in Europe to respond to their increasing market share growth in that region. Three car models, Kia cee'd, Sportage and Venga, and six types of engines are produced in Slovakia.

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Gardo® is a registered trademark of Chemetall.

About Chemetall

Chemetall, a division of Rockwood Holdings, Inc. (NYSE: ROC), is a leading global supplier of special chemicals with a focus on processes for the surface treatment of metals and plastics. Chemetall is headquartered in Frankfurt am Main, Germany, and comprises about 40 companies and 22 production sites worldwide. With 2,100 employees, the Group achieved sales of about 592 million Euro in 2013. More at www.chemetall.com.

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About Rockwood Holdings, Inc.

Rockwood Holdings, Inc. based in Princeton, N.J., is a leading global developer, manufacturer and marketer of technologically advanced and high value-added specialty chemicals, with a market capitalization of approximately \$5 billion. It is a leading integrated and low cost global producer of lithium and lithium compounds that has been an enabler of the significant global growth of mobile devices by providing adequate lithium supply used in lithium-ion batteries for electronics and alternative transportation. The company is also the second largest global producer of products and services for metal processing, servicing the luxury European automotive, general industry and aerospace industry.


With approximately 3,500 employees in 17 countries and over 50,000 customers, Rockwood's materials result in end-use products for nearly every industry and generated annual net sales of approximately \$1.4 billion in 2013 (after adjustment for discontinued operations).

For more information on Rockwood, please visit www.rocksp.com.

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Photos / Tables:

	<p>Copyright: KMS</p> <p><i>The Gardo[®]Flex technology from Chemetall is used for all three Kia models and engine components produced in Slovakia.</i></p>
	<p>Copyright: KMS</p> <p><i>Kia Motors Slovakia uses the new Gardo[®]Flex pretreatment technology, which offers manifold advantages to the production process.</i></p>

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