

## SIGNIFICANT EVENTS IN THE EVOLUTION OF SILBERLINE

**1945**

Ernest Scheller Sr. created America's first privately owned aluminum pigment company—Silberline Manufacturing Co., Inc.—in Stamford, CT, USA.

**1959**

First to introduce non-leafing aluminum pigments to plastics, trade named SILVEX®. Each aluminum flake is enveloped in a plasticizer, permitting ease of application, ease of handling, and safe use.

**1962**

Silberline moved to a larger facility in Lansford, Pennsylvania

**1970**

Introduced the revolutionary SPARKLE SILVER® series of aluminum pigments, creating bold new polychromatic effects.

**1973**

Built a new manufacturing plant in Decatur, Indiana

**1975**

Built its first manufacturing facility abroad in Leven, Fife, Scotland

Lansford manufacturing facility became Silberline Global Headquarters.

**1978**

Introduced ETERNABRITE®, the only leafing aluminum pigment with leafing values approaching 100% and offering prolonged leaf stability, heavier vehicle viscosity, and improved aesthetics.

**1981**

Silberline became the first aluminum pigment manufacturer to be distinguished with “The Queen’s Award for Export Excellence” from the British Government.

**1982**

Introduced SILVET® pellets for plastics—improving handling and cost efficiencies and attracting more designers to metallic effects.

**1983**

Created a separate, expanded Research and Development and Technical Service Departments Lab in Hometown, Pennsylvania.

**1985**

Opened its fourth manufacturing facility in Hometown, Pennsylvania, which later became the new Silberline Global Headquarters.

**1986**

Unleashed TUFFLAKE®, a breakthrough in degradation-resistant flake technology for circulating paint application systems.

Acquired Alcoa’s aluminum pigment and flake product line offering growth opportunities for flake product applications in the explosives and filler markets.

**1988**

Introduced SPARKLE SILVER® Premier series pigments which provided designers with whiter, brighter, and cleaner polychromatic effects.

**1989**

Formed a sales, marketing, and warehousing operation in Singapore in response to increasing demand for Silberline products in the Asia Pacific region.

**1994**

Introduced AQUASIL® inhibited aluminum pigments for formulating waterborne trade and maintenance and general industrial coatings.



**SILBERLINE®**

The Global Supplier of Effect Pigments™

**1997**

Unveiled SILBERCOTE® family of products—unique, surface-treated aluminum pigments offering enhanced alkali, acid, and electrical charge resistivity, used predominantly in specialized coatings for plastics.

**2000**

Dedicated the Ernest Scheller III Center for Technical Functions and Advanced Manufacturing, home of Silberline’s world-class Research and Development and Technical Service Departments.

Silberline opens Sales and Distribution Center in Sao Paulo, Brazil.

**2001**

Silberline Limited (Scotland) receives fourth Queen’s Award — “Queen’s Award for Enterprise: Innovation for SILVET® Technology.”

**2002**

Silberline opens STARBRITE® manufacturing facility at the Ernest Scheller III Center for Technical Functions and Advanced Manufacturing in Hometown, Pa.

**2003**

Introduced SPARKLE SILVER ULTRA® aluminum pigments, offering smooth, brilliant masstones or clean, vibrant colors.

Second generation STARBRITE® introduced creating new opportunities for printing inks by providing more reflective mirror-like appearance.

## 2005

Opened a new manufacturing facility in Singapore to be more responsive to customer needs and requirements throughout the Asia Pacific region.

## 2006

Silberline opens sales office and distribution center in Mexico.

## 2008

Silberline strengthens commitment in Asia with acquisition of Yasida. Yasida manufactures and sells SILVER KING product line.

Silberline opens Sales Office in India.

## 2009

Silberline opens Sales and Technical Center in Suzhou, China.

## 2010

Silberline celebrates 65th anniversary!

## Silberline Core Values

- **Business with Integrity**
- **Customer Focus**
- **Commitment to Employees**
- **Commitment to the Community**
- **Commitment to Safety - Internal and External Customers**
- **Commitment to the Environment**
- **Commitment to Continual Improvement**

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# SILBERLINE®

The Global Supplier of Effect Pigments<sup>SM</sup>

## SIGNIFICANT EVENTS IN THE EVOLUTION OF SILBERLINE

1945—Present



Top: Ernest Scheller, Sr.  
Middle: Ernest Scheller III  
Bottom: Lisa Jane Scheller and Ernest Scheller, Jr.