

NewLook International and Alabama Pigments Company announce partnership for Ready Mix and Producer Division for West and Southwest Region.

Alabama Pigments Company and NewLook International join forces for blended integral color distribution in the West and Southwest for all producer and admixture environments.

Salt Lake City, Utah – June 27, 2018 – NewLook International, a decorative concrete stain manufacturer and Alabama Pigments Company (APC), a leading manufacturer of pigments, announced today a partnership in which NewLook will manage all new producer business for APC, west of the Mississippi River. The purpose of this partnership is to leverage the NewLook color footprint in the West/Southwest and expand to a broader capability with APC’s iron oxide blended pigments. The focus on producer business allows NewLook to expand color capabilities into all Ready Mix, Pre-Cast, Pre-Stress and any cement manufacturing environment using APC’s blended integral colors. APC’s blended pigments are mined and produced in two production facilities within the United States.

Sam Webb, CEO NewLook International stated, “NewLook has been a pioneer of decorative color technology for nearly 30 years. We are excited to be expanding our reach to a manufacturing environment leveraging APC’s blended solutions. NewLook’s relationship with APC will allow for a seamless expansion of color capabilities into an admixture environment to producers throughout the West and Southwest Regions. NewLook has always provided unmatched color capabilities for existing concrete and now we will have the ability to provide that same level of superior product to both the admixture and manufacturing environments.”

Frankie Smeraglia, APC National Sales Manager stated, “Alabama Pigments Company has a strong footprint within distribution channels for blended pigments. This partnership will allow NewLook the opportunity to leverage locally mined and blended pigments as an extension of APC and offer integral solutions to producer plants in a unique program. NewLook currently offers admixtures and integral color to producer plants and our lineup fills in any gaps within their offering. NewLook will have the ability to manage APC’s producer business in the West, which will allow us to expand into markets that we currently haven’t penetrated.”

This partnership expands NewLook’s reach in the integral color space to blended pigments delivered in a variety of forms; primarily in repulpable or dissolvable bags ranging from 5-50 pound bags. While the focus is on blended pigments, the entire APC product line is available through NewLook. Additionally, APC will strategically add NewLook products to their existing lineup. For more information, contact Frankie Smeraglia at frankies@alabamapigments.com (205)938-3065, or Jeff Benintendi at jeff@getnewlook.com (801)886-9495.

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