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- (71) Applicant (*for all designated States except US*): MCA TECHNOLOGIES GMBH [CH/CH]; Bruckackerstrasse 48, CH-4105 Biel-Benken (CH).
- (71) Applicant and (72) Inventor: KAUL, Bansi, Lal [CH/CH]; Bruckackerstrasse 48, CH-4105 Biel-Benken (CH). *For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*



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(54) Title: PROCESS FOR THE PREPARATION OF FLUORESCENT AND NON-FLUORESCENT PIGMENTS

(57) Abstract: A process for the manufacture of white and colored pigments comprising a white or a colored compound incorporated in a polycondensation resin, wherein the reactants for the formation of the polycondensation resin and the white and/or colored compound are introduced in an "All In One Reactor"[®], a kneader, a paddle dryer or a related system. The mixture is caused to react at a temperature in the range of 80°C to 300°C, with or without vacuum, at the same time removing during and/or at the end of the reaction any residual unreacted potentially toxic monomers and/or low molecular weight condensation products formed. Unlike in any state-of-the art processes, pigments made according to the present invention are directly formed in a broke-up crushed state so that the subsequent micronisation is either not required and/or is facilitated. The products are useful for coloring polymeric materials.