

# Hoover Color – A Division of Cathay Industries (USA), Inc



## HEADQUARTERS

P.O. Box 218  
 2170 Julia Simpkins Rd.  
 Hiwassee, VA 24347  
 Tel.: (540) 980-7233  
 Fax #: (540) 980-8781  
 E-mail: hoover@hoovercolor.com  
 Web: www.hoovercolor.com



## Company Description

Hoover Color was established and incorporated in 1923 in New York. Now located in the heart of the Blue Ridge Mountains of Virginia, Hoover Color is adjacent to two major interstate highways—I-77 and I-81—putting it within a one-day drive of the majority of the U.S. population. Hoover Color also has easy access to the ports of Norfolk and Richmond, Virginia, and Charleston, SC.

The company owns 3,000 acres of land in and around Hiwassee, where it maintains its production facilities, laboratories and corporate offices. The main complex comprises 66,000 sq. ft. of production and warehouse facilities, 4,000 sq. ft. of lab space, and 3,600 sq. ft. of office area. The original plant was built on this site in the early 1920's, with the last major renovation and expansion completed in 2006.

## Technologies, Products & Services

Hoover Color's business includes the following areas:

**Mining, Production, and Sales of Natural and Blended Iron Oxide Pigments** - From its inception, Hoover Color has been blending pigments to rigid color specifications for their customers. With the purchase of the Hiwassee facility in 1970, Hoover

Color also acquired mineral deposits, which made it fully integrated in the mining and manufacturing of Siennas, Umbers, and Ochres. These rich earth tones are the hallmark products for Hoover Color, especially Raw and Burnt Siennas. Our product range includes Natural and Synthetic Iron Oxides, Blended Iron Oxides, Chromium Green Oxides, Van Dyke Browns, Tuscan Blends and Complex Inorganic Pigments.

**Distribution of Pigments** (under the manufacturer's label and manufactured to Hoover Color's Specification in toll production agreements) - In order to offer our customers a wider range of colors, Hoover Color has reached agreements to distribute certain pigments and has contracted the toll manufacturing of others. Various Synthetic and Natural Iron Oxide pigments, Mixed Metal Oxides and Van Dyke Brown pigments are all distributed in order to give our customers a complete range of inorganic colored pigments.

**Pigments for Colored Concrete Products** - Hoover Color provides oxides of iron to produce yellows, reds, blacks and browns; chromium oxides to produce greens and titanium dioxides produce whites. Oxides of cobalt and/or copper can produce various greens and blues. All of these pigments are produced by Hoover Color and comply with ASTM test method C979, "Pigments for Integrally Colored Concrete." Hoover Color uses a computerized color measuring system to measure these color variations and publishes this information to its customers in a "Certificate of Analysis." This helps to ensure that the color variation is within previously stated specifications.

**Manufacture & Sale of the Hoover Automatic Muller** - Since the 1940s, Hoover Color has always been in the forefront of color control, developing the Hoover Automatic Muller. The Hoover Muller has since become the standard piece of testing equipment for the pigment industry. It is also widely used in the ink and cosmetic industries. The Hoover Muller has been recognized by ASTM and ISO as an approved way to prepare samples for color evaluations.



*The Hoover Automatic Muller provides a quick and easy method for preparing a small sample of pigment-resin dispersion. Glass plates that shear the pigment into the resin are easily cleaned by the solvent used in solubilizing the resin. This piece of equipment continues to find new uses wherever incoming pigment quality is a concern.*