

# News Release

## Colorbiotics asphalt products officially certified USDA BioPreferred

- **USDA approves Peak 301™, Invigorate® Additive and Invigorate® Topical for biobased product certification**
- **USDA Certified Biobased Product label makes it easier for consumers to identify biobased products**

(AMES, Iowa – June 2022) Three Colorbiotics asphalt products have been approved by the United States Department of Agriculture (USDA) for its BioPreferred Program — [Invigorate®](#) Additive and [Invigorate®](#) Topical, used in asphalt paving applications; and [Peak 301™](#), designed to revive and protect asphalt shingles. Colorbiotics is leading the way in soy-based technology for the asphalt market.

The goal of the USDA BioPreferred Program is to increase the use of biobased products in the U.S., which helps spur economic development, reduces our nation's reliance on petroleum, increases the use of renewable agriculture resources, and contributes to reducing adverse environmental and health impacts.

“We’re excited to get this stamp of approval from the USDA because it really hammers home the concept of green chemistry used within Colorbiotics,” said Austin Hohmann, product manager at Colorbiotics. “We are committed to products that are good for the planet and even better for the bottom line. That is why we work primarily with soybeans and other natural ingredients.”

To receive approval from the [USDA BioPreferred Program](#), the product must be composed of biological matter, either wholly or in significant part. Product composition is verified via third-party labs pre-approved by the USDA. Testing showed that Invigorate® Topical and Peak 301™ are made of 96% biobased content and Invigorate® Additive is made of 100% biobased content. All Colorbiotics products are naturally sourced and formulated with the environment and safety in mind.

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“It is part of who we are,” Hohmann said. “Using soybeans and other natural ingredients, we plan to continue innovating in more applications to give our customers and partners an environmentally friendly competitive advantage.”

For more information on Invigorate® Topical and the original Invigorate® Additive, visit [www.invigorateasphalt.com](http://www.invigorateasphalt.com). For more information on Peak 301™, visit [www.peak301.com](http://www.peak301.com).

#### **ABOUT COLORBIOTICS**

Colorbiotics, headquartered in Ames, Iowa is the industry leader in landscape colorant, recreation surfaces and the equipment that makes them better. As part of MBCC Group, Colorbiotics is also transforming asphalt production and construction with environmentally friendly additives that restore flexibility of RAP and extend service life. For more information on markets and applications, visit [www.colorbiotics.com](http://www.colorbiotics.com).

#### **ABOUT MBCC GROUP**

The MBCC Group is one of the leading suppliers of construction chemicals and solutions worldwide and has emerged from the carve-out of the former BASF Construction Chemicals business from BASF Group. We offer innovative, sustainable products and solutions for the construction industry across different sectors, such as buildings, structures, underground construction, new construction, and renovation. Our strong brands Master Builders Solutions®, PCI®, Thermotek®, Wolman®, Colorbiotics® and Watson Bowman Acme® are well established in the marketplace. With our innovations, we address sustainability challenges in the industry. MBCC Group consists of approximately 70 legal entities worldwide and is home to around 7,500 construction experts in more than 60 countries. For more information, go to: [www.mbcc-group.com](http://www.mbcc-group.com).

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