

News Release

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Colors & Effects® portfolio grows: BASF invests into capacities and extends color palette for Paliocrom® effect pigments

- **Investment reflects increasing demand, especially in the area of automotive coatings**
- **New Paliocrom Premium Gold EH 1 sets benchmark for golden effects**

LUDWIGSHAFEN/BESIGHEIM, Germany – June 5, 2018. The demand for effect pigments, which BASF manufactures and sells under its global brand Colors & Effects®, is increasing. By 2020, the company will extend its production capacity for [Paliocrom® effect pigments](#) by more than 30%. With this investment of about €15 million to the Ludwigshafen and Besigheim sites in Germany, the company underlines its position as one of the leading suppliers of aluminum-based effect pigments which allow customers to create new, trendy coatings with high-quality effects.

The latest addition to the Paliocrom family is the new grade [Paliocrom Premium Gold EH 1](#) (future L 2158), which enriches the golden orange-to-red color range. This newly launched product is a highly saturated, mid-shade effect pigment that simultaneously delivers superior travel, gloss, and hiding power, thus supporting modern paint technologies.

Displaying a unique color appearance in thin-film applications, Paliocrom Premium Gold EH 1 exhibits maximum chroma, lightness, and flop behavior. It also features excellent gassing stability and adhesion with just one universal grade and is suitable for solvent- and water-based systems.

With its exceptional brilliance and unmatched styling options over a wide color range, Paliocrom Premium Gold EH 1 sets the new benchmark for golden effect pigments.

More information can be found on www.colors-effects.basf.com

About the Colors & Effects brand

The Colors & Effects brand encompasses BASF's well-known expertise in colorants and effect pigments for the coatings, plastics, printing, cosmetics and agriculture markets. Fueled by entrepreneurial spirit, BASF's experts enable innovation and growth. For our customers and our company: We live colors. We boost effects. For more information about the Colors & Effects brand, visit www.colors-effects.basf.com.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of €64.5 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.