

150 years



News Release

BASF to extend pigment portfolio for automotive coatings

- **Color-intensive reddish blue shades with Paliogen® Blue EH 1900 (L 6400)**
- **Attractive new design options offered by Lumina® Royal Magenta EH 5000 (4803 H)**
- **The intense Irgazin® Cosmoray Orange L 2950 supports the orange-red color trend globally**

Ludwigshafen, Germany – June 10, 2015 – Highest durability levels, outstanding coloristics and excellent processability in both, water- and solvent-based systems: Suppliers of automotive coatings have high expectations when it comes to pigments. BASF meets the requirements of its customers by offering them a broad portfolio of high-performance pigments to which the company has now added a particularly color-intensive Indanthrone blue pigment – the Paliogen® Blue EH 1900 (L 6400).

With this new pigment, BASF enables its customers to produce highly chromatic reddish-blue color shades. The product can also be combined with various effect pigments. “Paliogen Blue EH 1900 provides a lot of benefits for the user: Showing an excellent performance in water- and solvent-based systems, it is universally applicable. The product not only stands out due to its good fastness to weathering, but also due to a reduced tendency ‘to bleed’: The pigment particles do not migrate into other coating layers, which results in better overcoating fastness,” explained Tom Landuydt, head of Pigment Marketing for Automotive Coatings at BASF. “Moreover the pigment shows great styling possibilities with Lumina® Royal Blue 6803 H and with Lumina Royal Aqua 7803 H.”

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New designs made possible by Lumina® Royal Magenta EH 5000 (4803 H)

Using pigments with a broad color range that enable to develop novel designs – this is what coatings producers favor. With its new effect pigment Lumina Royal Magenta EH 5000 (4803 H) BASF offers formulators of automotive coatings novel design options all the way from the reddish-blue color spectrum into the red color area.

Due to the narrow particle-size distribution, the pigment helps to create highly chromatic new color shades as well as surfaces that appear extremely pure and vibrant at whatever angle you look at them. “With Lumina Royal Magenta, we have extended the color range of the Lumina Royal product series. These highly intense pearlescent pigments help our customers to be more flexible when it comes to formulating automotive coatings as we can now offer effects from the greenish blue into the copper orange color space,” underlined Tom Landuydt.

Lumina Royal Magenta is the fifth member of the Lumina Royal product family of BASF. Prior to this, BASF has already launched the four color shades Aqua, Blue, Indigo and Copper.

The color-intensive Irgazin® Cosmoray Orange L 2950 supports the orange-red color trend globally

For years now, the particularly color-intensive Irgazin® Cosmoray Orange L 2950 pigment has been well established in the European marketplace. Due to successful registrations in the other continents the product can now be utilized in the most important markets worldwide. The pigment enables coatings producers to create attractive design options in the orange to red color space. The high-performance diketo-pyrrolo-pyrrole (DPP) pigment appeals to customers due to its good weather resistance, light fastness, color intensity and saturation properties.

Because of its good transparency Irgazin Cosmoray Orange L 2950 is ideal to combine with effect pigments and other colored pigments.

It can be used for water-based as well as solvent-based systems and has no effect on the coating's rheology and migration resistance.

About BASF's Dispersions & Pigments division

The Dispersions & Pigments division of BASF develops, produces and markets a range of high-quality pigments, resins, additives and polymer dispersions worldwide. These raw materials are used in formulations for coatings and paints, printing and packaging products, construction chemicals, adhesives, fiber bondings, plastics, paper as well as for electronic applications such as displays. With its comprehensive product portfolio and its extensive knowledge of the industry, the Dispersions & Pigments division offers its customers innovative and sustainable solutions and helps them advance their formulations. For further information about the Dispersions & Pigments division, please visit www.dispersions-pigments.basf.com.

About BASF

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of over €74 billion in 2014 and around 113,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.