

## Infographic: BASF explains the science of pigments with a segment on “The Henry Ford: Innovation Nation”

For immediate release

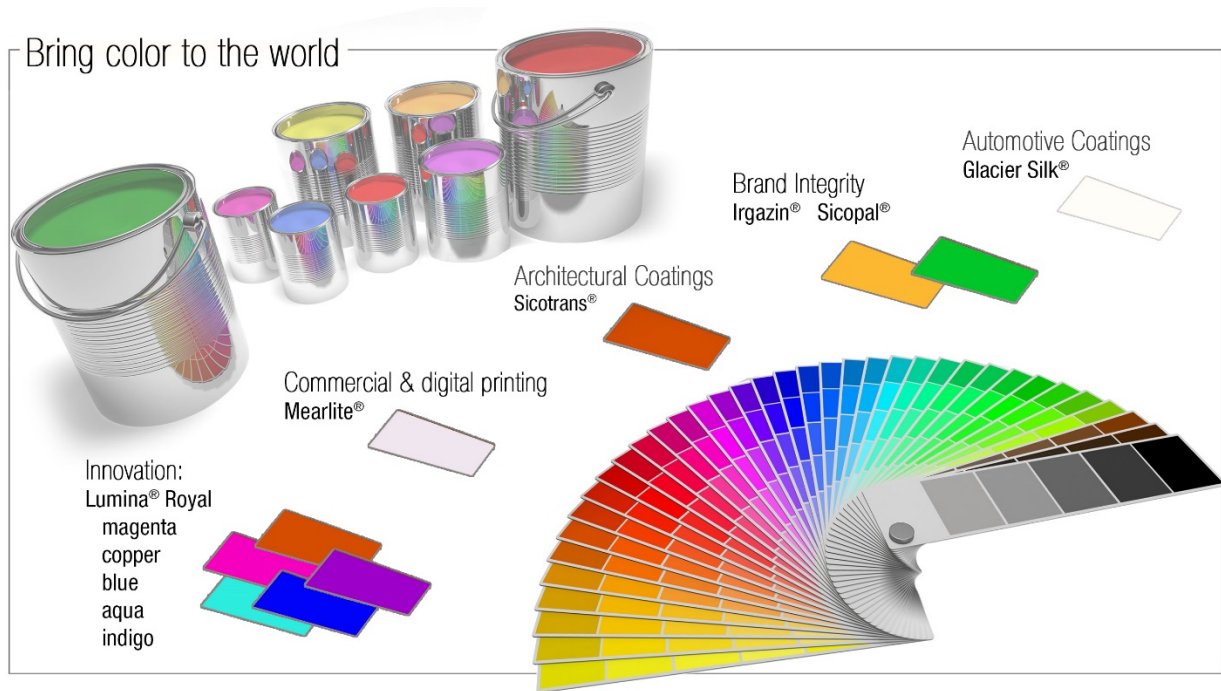
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CHARLOTTE, NC, November 20, 2015 – From automobiles to house paints to the world’s most recognizable brands, color touches virtually every aspect of life. On Saturday, November 21, 2015, BASF will explore the science of pigments and how they bring color to our world with a sponsored segment on CBS-TV’s “The Henry Ford: Innovation Nation with Mo Rocca.”

“There’s science behind how colors are created, how special effects can be added to color, and even how color can have functional benefits – such as keeping surfaces cool or protecting them against the elements,” said Robin Rotenberg, Vice President and Chief Communications Officer for BASF in North America. “We have teamed up with the Henry Ford Innovation Nation to showcase the innovative work being done with pigments in BASF’s labs in Charlotte, North Carolina, and Southfield, Michigan.”

Information on local show times is available by clicking [here](#).

BASF is a leading supplier of pigments to virtually every industry around the world. BASF pigments can be found in:

### **Architectural coatings**

Pigments used in paints and coatings play an important role in the design of interior and exterior living spaces. While color is used to create a sense of well-being and living comfort, many coatings are also designed to provide superior performance properties and product quality. [Sicotrans® pigments](#), for example, offer strong ultraviolet light (UV) absorption to help protect painted surfaces.

### **Automotive coatings**

BASF develops automotive coatings that provide the appearance, durability and efficiencies that the world’s leading automobile manufacturers require. [Glacier® Silk White](#) is an effect pigment that provides smooth, soft, pearl-like effects, such as neutral cool shades in white and pastel colors.

### **Commercial & digital printing**

In the commercial and digital printing market space, new pigments help create eye-catching graphics. BASF offers the packaging market a diverse pigment portfolio to help brands stand out. For example, [Mearlite® Ultra Bright UIP](#) adds an extremely soft pearl effect to create dramatic packaging.

### **Brand integrity**

The consistency of color, texture and feel are integral to a brand's identity. BASF's worldwide manufacturing and technical resources enable coating manufacturers to formulate the same coating in multiple countries in order to protect the integrity of consumer brands. BASF recently launched Sicopal® Green EH 2059 and Irgazin® Scarlett EH 2096 L to expand color options for the industrial market.

## **Innovation**

BASF is a world leader in research and development dedicated to meeting industry challenges and driving the creation of new products and processes. With the expansion of the Lumina® Royal family of effect pigments, BASF continues to introduce new pigments that increase the quality and purity of the color compared to other pigments.

## **Sustainability**

BASF creates chemistry for a sustainable future. Chemistry plays a key role in finding solutions for future challenges to meet the needs of a growing global population that faces increasingly limited resources. BASF provides innovative solutions that help customers make their products more sustainable. At the same time, as a reliable partner in society, BASF acts responsibly: Minimizing the environmental footprint by using the best technologies and through operational excellence as well as creating value for employees, shareholders and society.

Visit [www.basf.us/dpsolutions](http://www.basf.us/dpsolutions) to explore more products and offerings.

For press photos, click on the link below:

[https://www.basf.com/press-photos/us/en/photos/2015/11/11-20-15\\_InnovationNation-Pigments.jpg](https://www.basf.com/press-photos/us/en/photos/2015/11/11-20-15_InnovationNation-Pigments.jpg)

Suggested caption: Mo Rocca, host of Innovation Nation, introduces the topic of Pigments.

## **About The Henry Ford**

The Henry Ford in Dearborn, Michigan is an internationally-recognized cultural destination that brings the past forward by immersing visitors in the stories of ingenuity, resourcefulness and innovation that helped

shape America. A national historic landmark with an unparalleled collection of artifacts from 300 years of American history, The Henry Ford is a force for sparking curiosity and inspiring tomorrow's innovators. More than 1.6 million visitors annually experience its five attractions: Henry Ford Museum, Greenfield Village, The Ford Rouge Factory Tour, The Benson Ford Research Center and The Henry Ford IMAX Theatre. A continually expanding array of content available online provides anytime, anywhere access. The Henry Ford is also home to Henry Ford Academy, a public charter high school which educates 485 students a year on the institution's campus. For more information please visit <http://www.thehenryford.org>.

### **About BASF's Dispersions & Pigments division in North America**

BASF's Dispersions & Pigments Division in North America offers a comprehensive portfolio of resins, binders, latex, pigments and effect pigments, colorants, and systems to meet specific application needs for the coatings, construction, printing and packaging, plastics and paper markets. Our innovative products also help manufacturers in the adhesives, nonwovens and fiber bonding industries meet functional and performance demands. Key product areas of formulation additives, rheology modifiers, light stabilizers, photoinitiators, and antioxidants significantly enhance the BASF product portfolio for these markets. For more information about BASF's Dispersions & Pigments Division, visit [www.basf.us/dpsolutions](http://www.basf.us/dpsolutions).

### **About BASF's Coatings division**

BASF's Coatings division develops, produces and markets innovative automotive coatings, automotive refinishes and industrial coatings as well as decorative paints. BASF operates sites in Europe, North America and South America as well as Asia Pacific. Within this network, BASF collaborates closely with customers all over the world. In 2014, the Coatings division achieved global sales of about €3 billion. More information about the division is available at [www.basf-coatings.com](http://www.basf-coatings.com).

### **About BASF**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 17,000 employees in North America, and had sales of \$20.6 billion in 2014. For more information about BASF's North American operations, visit [www.basf.us](http://www.basf.us). 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. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).