BASF unveils an industry-specific portfolio at the European Coatings Show

- Experts on resins, additives, dispersions, pigments, pigment preparations, specialty monomers and specialty vinyl monomers available to offer advice to customers.

- BASF offers more than 15 new products as solutions for current market trends.

On 19–21 March, BASF will be presenting many different products and services at the European Coatings Show 2013 (ECS) in Nuremberg. At stand 523 in hall 7A, experts from BASF and BTC, the distribution organization of BASF in Europe, provide information on their range of innovative resins, additives, dispersions, pigments, pigment preparations, specialty monomers and specialty vinyl monomers.

“Due to our combined know-how, we are able to support our customers in formulation and processes,” explains Ralf Spettmann, head of the Pigments & Resins Europe business unit. BASF offers the broadest coating raw material portfolio globally for the Architectural Coatings & Construction, Industrial Coatings, Automotive Coatings and Furniture & Flooring Coatings industries. “We are especially looking forward to an active exchange with our customers at the ECS,” adds Christoph Hansen, head of the Dispersions for Adhesives & Construction Europe business unit. “There we will present several tailor-made launch products that respond to some of the current market challenges.”
Trend-setting innovations

One example is the Bismuth Vanadate pigment Sicopal® Yellow EH 1567 (L 1130). With features such as high color strength, increased opacity and exterior durability, this new pigment is designed to meet the needs of the decorative, industrial and automotive coatings markets. It offers an ideal solution for customers wanting a lead-free formulation of especially bright and durable yellow shades.

Coating manufacturers are looking for dispersing agent solutions with top performance in the growing market segment of water-based coatings. The new Dispex® Ultra PX 4575 boasts benchmark performance in inorganic pigments, providing improved color development and lower viscosities in order to help reduce pigment usage or increase pigment loading. This product innovation meets the requirements of the European eco-label for indoor and outdoor paints and varnishes (2009/544/EC and 2009/543/EC).

Raw materials for high-quality paints

Another highlight is the new binder Acronal® Edge 6295 for high-performance exterior paints. This binder boasts excellent color retention and hydrophobicity and a long durability, making it the ideal solution for increasing the durability of façade paints and picking up on the trend towards intense color shades.

Fast drying

Another novelty in the market is the Solyfast™ catalyst for two-component polyurethane coating systems. The catalyst is initiated by UV light at room temperature and leads to shorter drying times – tin-free and providing a longer potlife. This innovation is particularly interesting for all kinds of industrial applications which can benefit from a more space- and energy-efficient coating process in the future.

BASF experts have also come up with innovations in the field of light stabilizers. For example, with the novel product Tinuvin® 5333-DW, BASF offers, for the first time ever, a water-compatible blend of high
performance UV-absorber and non-interacting HALS that has been specifically developed for water-based coatings. The outstanding photo-permanence of Tinuvin® 5333-DW allows for the formulation of extremely long-lasting end products – in particular, clear wood paints for joinery. The product can, however, also be used for glass, plastic and various other industrial applications.

Press photograph is available for download at:

[www.basf.com/pressphoto-database](http://www.basf.com/pressphoto-database)

Key word: Dispersions & Pigments

Search term: Sicopal®

**About BASF**

BASF is the world’s leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success, social responsibility and environmental protection. Through science and innovation we enable our customers in almost all industries to meet the current and future needs of society. Our products and system solutions contribute to conserving resources, ensuring healthy food and nutrition and helping to improve the quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF posted sales of about €73.5 billion in 2011 and had more than 111,000 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 [http://www.basf.com](http://www.basf.com).