

150 years



News Release

Lumina® Royal effect pigments provide new design options for the plastics industry

- **Lumina® Royal effect pigments offer plastics producers worldwide brilliant solutions and creative styling options**
- **BASF presents its entire product series for the first time during a seminar at CHINAPLAS in Guangzhou, China**

BASF now offers all five effect pigments of its Lumina® Royal product series for plastics applications. This will enable producers of plastics all over the world to create attractive design options in blue and copper color shades. Already in 2010, BASF introduced the effect pigment Lumina Royal Blue for plastics applications into the market. The pigments Aqua, Indigo, Magenta and Copper will now follow at CHINAPLAS, the international trade fair for the plastics and rubber industries, taking place in Guangzhou, China, from May 20 to 23, 2015. During a seminar, BASF will present the entire series to its customers in the plastics industry for the first time.

The pigments of the Lumina Royal product series are characterized by their high brilliance, purity and chromaticity. The Blue, Aqua, Indigo and Magenta pigments cover the greenish- to reddish-blue interference color spectrum whereas Lumina Royal Copper offers an opaque, bright copper effect shade.

“The Lumina Royal effect pigments offer our customers particularly brilliant solutions with creative styling options for plastics applications, helping brand owners to enhance their brands and to stand out from their competitors,” underlines Jeff Knight, Senior Vice President, Dispersions and Pigments, Asia Pacific.

May 13, 2015
P225/15e
Dispersions & Pigments
Philipp Schnorbus
Telephone: +49 621 6049277
philipp.schnorbus@basf.com

BASF SE
67056 Ludwigshafen
Phone: +49 621 60-0
<http://www.basf.com>
Media Relations
Phone: +49 621 60-20916
Fax: +49 621 60-92693
presse.kontakt@basf.com

Attractive design for packaging, electronic and household appliances as well as toys

The Lumina Royal series of effect pigments can, for example, be used to produce eye-catching articles for sport and leisure like skateboards and snowboards, ski boots as well as children's toys. Other fields of application are elegantly designed packaging for cosmetic products and casings for electronic devices and household appliances such as coffee makers.

The Lumina Royal series extends BASF's broad portfolio of high-quality pigments for plastics. Besides effect pigments the company also offers its customers organic pigments and dyes which can be combined with the Lumina Royal pigments. In this way, BASF enables producers of plastics to achieve very special effects and creative styling options.

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.