

News Release

Just brilliant, this new effect pigment!

- **Lumina® Royal Dragon Gold at 2016 K trade fair**
- **High lightening pigment for brilliant effects**
- **New styling options and greater formulation flexibility for plastics applications**

BASF will present Lumina® Royal Dragon Gold effect pigment, the newest member of Lumina Royal product family during the 2016 K trade fair in Düsseldorf from October 19th – 26th.

The new Lumina Royal Dragon Gold EH 0908 is a brilliant green shade gold mica effect pigment that offers the highest lightness and strongest sparkle in styling for yellows and greens. It extends the color space potential of high chroma shades for packaging, consumer electronics, household appliances, sporting goods and other specialty applications.

“Lumina Royal Dragon Gold provides attractive shades, especially in combination with yellow pigments or in black reduction,” says Marc Dumont, Head of Marketing for Pigments for Plastics at BASF. “Our

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Lisa Gentile
Global Business Unit Pigments
Phone: +1 248 948-2177
lisa.gentile@basf.com

Carolin Schöffel
Phone: +49 621 60-51136
carolin.schoeffel@basf.com

BASF at K 2016

Hall 5, booth C21/D21



basf.com/k2016

BASF Colors & Effects GmbH
An der Rheinschanze 1
67056 Ludwigshafen
Phone: +49 621 60-0
www.colors-effects.basf.com

Media Relations
Phone: +49 621 60-20916
Fax: +49 621 60-92693
presse.kontakt@basf.com

customers will be able to formulate new looks of greenish gold hues with exceptional sparkling and brilliance.” Thanks to its unique coloristic properties, the pigment enables exploring new boundaries of the colors and effects space for a wide range of colored plastics applications and allows a greater formulation flexibility to customers. It additionally enables approaching brilliance of coatings finishes when applied in a high gloss polymer molding.

Lumina Royal Dragon Gold joins five previously launched highly chromatic Lumina Royal pigments including Aqua, Blue, Indigo, Magenta and Copper that are being widely adopted.

BASF at K 2016

Where your ideas become ideal solutions: BASF at K fair from October 19-26, 2016 in Dusseldorf, Germany, in hall 5, booth C21/D21. You can find all related press releases, photos and further information here: basf.com/k2016.

About the Colors & Effects brand

The Colors & Effects brand encompasses BASF's broad portfolio of colorants and effect pigments. Based on their chemical expertise in the coatings, plastics, printing, cosmetics and agriculture markets, BASF's experts offer consultative solutions. Fueled by entrepreneurial spirit, they 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'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 for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 112,000 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 more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information at www.basf.com.