

## News Release

### Safe and brilliant: newest pigment innovations at K fair

- **Launch of Paliotol® Yellow K 1750 for sensitive applications e.g. food contact materials and toys**
- **New Lumina® Royal Dragon Gold effect pigment for brilliant design options**

LUDWIGSHAFEN, GERMANY, Wednesday, October 12, 2016 – BASF Colors & Effects will be featuring a new highly color efficient pigment at the K trade fair in Dusseldorf, Germany, from October 19th to 26th, in hall 5 at booth C21/D21. The Paliotol® organic pigment series extends further into food contact and toys applications with innovative Paliotol® Yellow K 1750 being now supported for those applications. The Paliotol® series consists of mid to high performance organic pigments, which have excellent coloring value for a wide range of applications including use in food contact materials and toys.

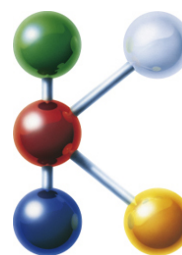
“Product safety regulations in food contact applications are getting stricter in Europe and also in other parts of the world, next most likely China,” Philip Trueper, Director Global Business Management Pigments for Plastics at BASF, explains. “We offer in-depth technical and regulatory

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Lisa Gentile  
Phone: +1 248 948-2177  
[lisa.gentile@basf.com](mailto:lisa.gentile@basf.com)

Carolin Schöffel  
Phone: +49 621 6051136  
[carolin.schoeffel@basf.com](mailto:carolin.schoeffel@basf.com)

#### BASF at K 2016

Hall 5, booth C21/D21



[basf.com/k2016](http://basf.com/k2016)

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

Media Relations  
Phone: +49 621 60-20916  
Fax: +49 621 60-92693  
[presse.kontakt@basf.com](mailto:presse.kontakt@basf.com)

expertise in the field of pigments for sensitive applications. With our comprehensive portfolio – now including the new Paliotol® Yellow K 1750 – we are very well positioned to support our customers in coping with these changes.”

The red shade of the Paliotol® Yellow K 1750 perfectly meets the needs of the plastics industry, especially when it comes to sensitive applications like food packaging and toys. That’s not only due to its excellent properties, but also because it’s completely halogen-free. It already complies with European plastics regulation EU 10/2011 and extension of compliance to other regions of the world is on-going.

Marc Dumont, Industry Manager Pigments for Plastics at BASF, goes on to point out the special characteristics of the new K 1750: “Compared to pigments in the same color space, Paliotol® Yellow K 1750 offers high heat stability and greater increased coloring efficiency. Its unique combination of opacity and color strength makes it the best choice when starting new designs for packaging and consumer goods. Also, it remains the most affordable alternative to lead chromate and diarylide pigments in the red shade yellow color space for indoor.”

Beside Paliotol® Yellow K 1750, an additional BASF pigment will be showcased at the K fair: Lumina® Royal Dragon Gold is the newest member of the highly chromatic Lumina® Royal effect pigments family.

“Lumina® Royal Dragon Gold provides attractive shades, especially in combination with yellow pigments or in black reduction,” says Dumont, adding: “Our customers will be able to formulate new looks of greenish gold hues with exceptional sparkling and brilliance. Initial market reception is excellent that clearly demonstrates that our new Lumina® Royal Dragon Gold pigment is expanding the available effect space in the golden color space area”.

Visitors to K trade fair can explore the innovative products of BASF Colors & Effects at hall 5 at booth #C21/D21. Customers can also join experts on October 20<sup>th</sup>/21<sup>st</sup> or 24<sup>th</sup>/25<sup>th</sup> in room 12 or 4/5 for the above topics and presentations about “Pigment preparations” and “Colorants for Polyamide.”

#### **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](http://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 <http://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](http://www.basf.com).