Novacolor launches new decorative effect paints produced with biomass balanced BASF binders

- “Africa”, “Puro” and “Patina Minerale” products are dedicated for sophisticated interior decorations and combine both aesthetics and sustainability aspects
- The textured plasters are manufactured with biomass balanced dispersions of BASF sold under the Acronal® brand

As of now Novacolor offers new decorative effect paints under the “Africa”, “Puro” and “Patina Minerale” brand names. The textured plasters meet the challenge of combining design and sustainability: Puro is an opaque mineral water-based innovation based on potassium polysilicate, which is odorless and neither contains volatile organic compounds (VOC) nor Formaldehyde. For indoor and outdoor glazing, Novacolor offers the new “Patina Minerale” product, a mineral color wash based on silicates, that recalls the ancient patinas with its chromatic effect. And “Africa”, the finish for interior decoration, which creates a changeable and pleasant play of light and reflected colors based on gentle metallic effects, complements the product range.

The new decorative paints are manufactured with BASF dispersions of the Acronal® brand processed according to the biomass balance process. In this approach, the fossil resources are replaced by sustainable biomass already at the beginning of the production process. In a calculatory process certified by the German Technical Supervisory Association TÜV SÜD, the applied share of renewable resources is then virtually allocated to the new dispersion product line. According to this calculation, up to 100% of the fossil resources can be replaced by renewable raw materials.
Novacolor's commitment is to create high quality materials and more sustainable products. Thanks to the continuous work of its Research and Development department and constant dialogue with the professionals, the company has made in recent years an important and conscious effort to eliminate or drastically reduce the use of critical substances and solvents, starting from the study and “design” phase of new materials. “Novacolor has chosen to always anticipate trends, continually researching new solutions with an extreme focus on ecology. Thanks to the strong partnership with BASF we launch three products on the market, that meet the challenges of ecology and sustainability, redesigning the production chain,” says Roberta Vecci, Marketing director Novacolor Srl.

"Consumers increasingly require more sustainable architectural coatings which at the same time do not compromise on quality. With the biomass balance process, we meet this demand and support paint manufacturers to fulfill the market needs along the value chain. We are happy, that more and more customers offer products with biomass balanced dispersions,” explains Robert Heger, Vice President, in charge of the dispersions business of BASF for Construction and Architectural Coatings in Europe.

For more information on the Novacolor product portfolio please visit: http://www.novacolor.it/eng/

Further information about the biomass balance approach can be found on: www.basf.com/massbalance

About Novacolor

For over 35 years Novacolor has been the Italian brand dedicated to interior decoration, active in over 50 countries and is the national and international reference point for architects and color designers. Novacolor has always been attentive to issues related to ecology and environmental protection. His research and development department are committed to the study of new solutions that can on the one hand guarantee the maximum functionality of the product and on the other hand respect for nature and care for design with lines that rediscover the material and its colors.

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 and 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 more than 115,000 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 €64.5 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.

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