

# News Release

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## **Investment in the Colors & Effects® portfolio: BASF boosts capacity for highly chromatic yellow pigments**

- **The isoindoline plant expansion will support ambitions for growth in the Industrial Coatings and Pigments for Plastics segments**

LUDWIGSHAFEN, Germany – July 31, 2018. BASF will extend its production capacities for isoindoline yellow pigments by around 70% by 2020, as the demand for high-performance pigments grows. Bright yellow tones that offer a high degree of weather resistance and temperature stability are sought after, particularly in demanding applications involving industrial coatings.

“Following our recently announced expansion to production capacities for Paliocrom® effect pigments, this investment of around €10 million underscores our ambitions for growth as one of the leading manufacturers of high-performance pigments,” said Dr. Alexander Haunschild, Managing Director and Senior Vice President for BASF’s global pigments brand.

Customers use isoindoline pigments, marketed under the Colors & Effects® brand, to meet their steadily growing need for coatings for the automotive sector and to color plastics.

Further information at [www.colors-effects.basf.com](http://www.colors-effects.basf.com)

### **About the Colors & Effects brand**

The Colors & Effects brand encompasses BASF’s well-known expertise in colorants and effect pigments for the coatings, plastics, printing, cosmetics and agriculture markets. Fueled by entrepreneurial spirit, BASF’s experts 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**

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](http://www.basf.com).