



A brand of BASF – We create chemistry



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Joint News Release

## **BASF's Colors and Effects® Brand and the Pantone Color Institute™ Complete Color of the Year 2019 Conference World Tour**

- **Joint BASF and Pantone presentations in multiple regions highlighting Pantone® Color of the Year 2019 Living Coral in plastics designs**
- **On March 28 the world tour will be completed at the Society of Plastics and Engineers European Additives and Color Conference in Frankfurt, Germany**
- **The campaign “Performance beyond dazzling impressions” includes colors and effects that perform safely, reliably, and brilliantly**

With a joint presentation on March 28, BASF's Colors and Effects® Brand and the Pantone Color Institute™ will complete their joint tour for the Color of the Year 2019 collaboration at SPE, the Society of Plastics and Engineers European Additives and Color Conference, in Frankfurt, Germany. In a series of presentations in North America, Asia, and Europe, BASF and Pantone are highlighting a collection of plastic designs inspired by the Pantone Color of the Year 2019, PANTONE 16-1546 Living Coral. Supporting performance as well as aesthetic appearance, the collection features a selection of Colors & Effects pigments that accentuate color, finish and design all while meeting versatile industry requirements.

At SPE, Marc Dumont, Head of Industry Management Pigments, BASF, and Carola Seybold, Director Business Development EMEA for Pantone and X-Rite, will jointly present the realization of Pantone Living Coral in plastic designs. While Pantone explains the key influences on and messages and meanings related to its Color of the Year 2019, BASF details how to realize the shade in various resins and finishes in plastic designs.

“The Pantone Color of the Year is a color that can communicate the color message

that best reflects what is happening in our global culture at a specific moment in time, a color that we see crossing all areas of design and serves as an expression of a mood or attitude,” said Carola Seybold. “Through these conferences in partnership with BASF, we seek to highlight how color appeals to and influences consumer behaviors and the importance of color choices in design.”

“Our shade collection brings Pantone Living Coral to life with pigments that perform safely, reliably and brilliantly,” said Marc Dumont. “Inspired by a globally recognized color and meeting global industry requirements, our collaborative campaign ‘Performance beyond dazzling impressions’ has been well received in each region.” Earlier this year, the collaborative campaign was presented at AMI Thermoplastic Concentrates on January 30 in Coral Springs, USA, and at the AMI Masterbatch Conference on March 14 in Bangkok, Thailand.

Please visit our [website](#) for more information about “Performance beyond dazzling impressions”

#### **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 approximately 122,000 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 six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. 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).

#### **About The Pantone Color Institute™**

The Pantone Color Institute is the business unit within Pantone that highlights top seasonal runway colors, selects the Pantone Color of the Year, forecasts global color trends and advises companies on color for product and brand visual identity. Through seasonal trend forecasts, color psychology, and consultative color consulting, the Pantone Color Institute partners with global brands to leverage the power, psychology, and emotion of color in their design strategy.

## **About Pantone**

Pantone provides a universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control color from inspiration to realization – leveraging advanced X-Rite technology to achieve color consistency across various materials and finishes for graphics, fashion and product design. Pantone Standards feature digital and physical color specification and workflow tools. The Pantone Color Institute™ provides customized color standards, brand identity and product color consulting as well as trend forecasting inclusive of Pantone Color of the Year, Fashion Runway Color Trend Reports, color psychology and more. Pantone B2B Licensing incorporates the Pantone Color System into different products and services, enabling licensees to communicate and reproduce certified Pantone values and improve efficiencies for their users. Pantone Lifestyle brings color and design together across apparel, home, and accessories. Learn more at [www.pantone.com](http://www.pantone.com) and connect with Pantone on Instagram, Facebook, Pinterest, and LinkedIn.

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