

# News Release

September 24, 2019

## **BASF launches innovative series of reactive and high-performance dispersing agents for solvent-based and 100% systems**

- Innovative and highly efficient dispersing agents for organic pigments and carbon blacks
- Exponentially lower pigment paste viscosity at lower addition levels
- Exceptional jetness development with carbon black pigments
- Cross-linkable with NCO and melamine / formaldehyde-based resin matrices, for improved final film properties of automotive and industrial coatings

September 24, 2019 – BASF has globally launched a series of innovative, reactive and high-performance dispersing agents: **Efka® PX 4780**, **Efka® PX 4785** and **Efka® PX 4787** based on advanced polymer technology for the automotive and industrial coatings segment.

Dispersing agents form an essential part of a pigmented coating formulation. Their use would generally improve grinding efficiency, color development, transparency and gloss. But physical properties of the coating layer can be compromised. Efka® PX 4780, Efka® PX 4785 and Efka® PX 4787 have been specifically designed to alter this dynamic. When cross-linked with the main resin matrix, these high-performance dispersing agents offer excellent dispersing efficiency and significantly improves coating properties, such as solvent resistance and hardness.

Other benefits include improved gloss and exceptional jetness with carbon black pigments.

For more information, please visit [www.basf.com/additives](http://www.basf.com/additives)

### **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 a number of industries, including coatings, construction, adhesives, printing and packaging, electronics and paper. 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](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 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 exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).