

News Release

BASF launches new global pigments brand

■ Colors & Effects brand aligns global pigments expertise across five industries

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– BASF announced today the launch of its Colors & Effects brand, bundling BASF’s global pigments business. The new brand encompasses BASF’s distinct colorants and effect pigments portfolio, and serves customers across five key industries, including coatings, plastics, printing, cosmetics, and agriculture.

“To continue to grow and develop their business, our customers need a diverse selection of pigments and global expertise,” said Alexander Haunschild, Senior Vice President, Global Pigments Business. “In this competitive marketplace, we created a brand focused entirely on pigments to provide our customers with products and solutions from one single source.”

BASF organized its global pigments business in an industry approach and established teams concentrated solely on the coatings, plastics, printing, cosmetics and agriculture markets. This

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Lisa Gentile
Phone: +1 248 948-2177
lisa.gentile@basf.com

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

Media Relations
Phone: +49 621 60-20916
presse.kontakt@basf.com

is the first time the company has created dedicated global pigment teams for the agriculture and cosmetics industries.

“Our number one priority is to remain a reliable global supplier to our customers. This brand underlies the key strengths we bring to the market: chemical expertise and a broad portfolio of colorants and high performance effect pigments,” said Haunschild. “BASF continues to invest resources into this change and we are confident we have the right experts and portfolio to help our customers continue to innovate.”

BASF operates 13 pigment production sites in China, France, Germany, Korea, the Netherlands, Switzerland, and the United States. To learn more about the Colors & Effects brand, visit www.colors-effects.basf.com.

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.

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 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.