



**COLORS &  
EFFECTS**

A brand of BASF – We create chemistry

# News Release

October 14, 2019

## **With a trend-inspired Color Collection, Colors & Effects® highlights safe, reliable and brilliant pigments in plastic design at K 2019**

- **New Colors and Effects® pigment technologies are showcased in an all-new Color Collection created by Pantone® Color Institute that addresses the latest color and design requirements for the plastics industry**
- **In addition to maximized brilliance, modern plastic design requires pigments that prioritize consumer safety and shine with sustainable features like durability and optimized recycling properties**

BASF's Colors and Effects® brand reveals a customized Color Collection for plastic designs created by the Pantone® Color Institute. Comprised of three palettes with seven colors each, the collection is brought to life with the latest pigment innovations. "Our new Pantone Color Collection highlights current consumer trends and answers the question, 'how can pigments meet the plastic industry's versatile colorant requirements with safe, reliable and brilliant performance?'," said Marc Dumont, Head of Marketing for Pigments for Plastics at BASF.

"The new Pantone Color Collection showcases a contemporary collection of colors that blend fashion relevance with functionality, safety and sustainability," said Laurie Pressman, Vice-President, Pantone Color Institute. "With these new unique color palette introductions, the Colors & Effects brand continues to demonstrate their color and trend leadership role in the global pigments for plastics market." All 21 shades and new pigment technologies will be presented at the K trade fair in Dusseldorf, Germany, from October 16th to 23th, in hall 5 at booth C41.

### **Three trend-inspired color palettes**

Inspired by the briny deep to the outermost stretches of the galaxy, 'Ethereal Elements'

is a story of soothing, calm and serene blues. Blue, the color of truth, honesty, and dependability, makes all products that are colorized with it, products consumers can believe in. Featuring Paliogen® Blue K 6500 FK and Sicopal® Turquoise K 8215 FK, the palette demonstrates highly chromatic and sparkling shades.

The “Healthy Living” color palette pays tribute to the interconnection of humanity with the environment. Warm and vitalizing shades are brought to life with pigment innovations that contribute to consumers’ health and safety in sensitive applications for the food and toy industries. The featured effect pigments, Lumina® Royal Russet and Lumina® Royal Amber, enable vibrant, high-chroma shades with strong sparkle, along with broad, global food compliance standards.

Promoting the need for sustainability, “Transformation” is a muted color palette for our modern everyday world. While the shades evoke a feeling of heritage that connects us to the past, it is a color story whose commercial relevance easily adapts to the needs of the present and future. Consumers’ requests for responsible products have become a new reality. Designers now must procure materials considering long-term application and pro-environmental reuses.

Fulfilling these needs, the palette features pigments with the highest durability and process stability to make products shine in all materials for future generations. The new pigment chemistries of Sicopal® Red K 3050 FK and Cinquasia® Rubine K 4370 FK extend the durable red color space. Due to high temperature and chemical stability, their performance stands up to the most demanding applications, including engineering plastics. The new Sicopal® Black technology introduces a new optimized pigment for recycling: the carbon black alternative contributes to the circular economy in plastic designs. With near-infrared (NIR) reflective properties it can pass through infrared sorting at materials recycling facilities.

Experience the Color Collection at K trade fair in hall 5 at booth C41. Or, take a closer look at the Pantone Color Collection for plastic design at the Colors & Effects brand [website](#). Please visit our [Pigment Finder](#) if you want to look for pigments that perform safely, reliably and brilliantly.

**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).