



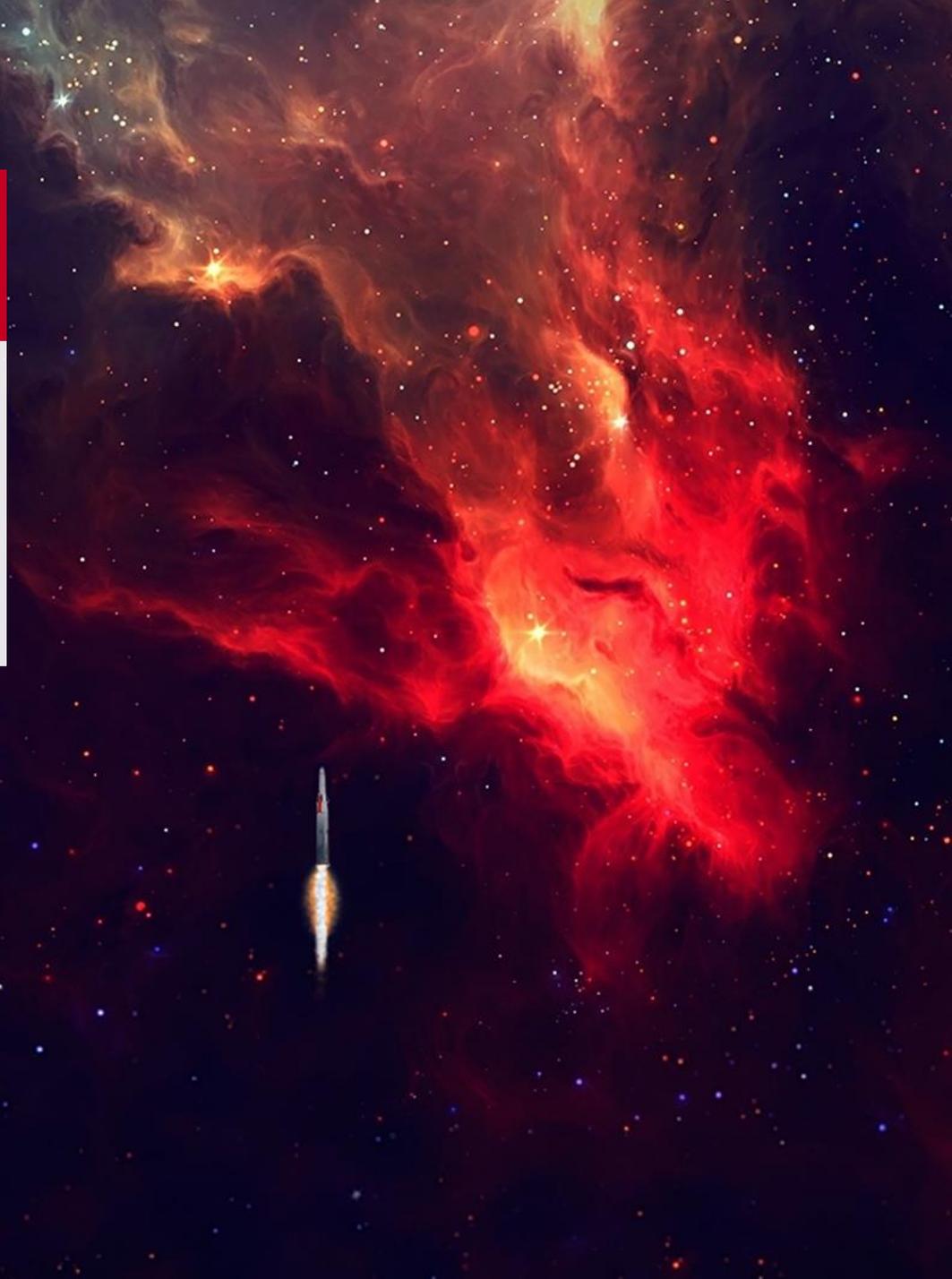
**COLORS &  
EFFECTS**

**BASF**

We create chemistry

# Launch into our new universe

eXpand!™ Red EH 3427



## To infinity... and beyond

Explore infinite styling options  
with eXpand!™ Red EH 3427 –  
The pioneering stir-in pigment for  
automotive coatings.

# Meet our space crew

eXpand!™ Red is the pioneering pigment resulting from the strategic partnership between BASF Colors & Effects and Landa Labs.

Paul Verhoeven, CEO eXpand!™ and Javier Morcillo-Ruiz, Technical Director eXpand!™ are your experts at BASF Colors & Effects for the new pigment series.

Together we drive forward the automotive coatings market: Our first result is a blue-shade red pigment.



**Paul Verhoeven, CEO**  
eXpand!™

**Javier Morcillo Ruiz, CTO**  
eXpand!™



# The stellar benefits of our high quality pigments

Easy dispersibility

Enhanced color depth,  
flop, and sparkle

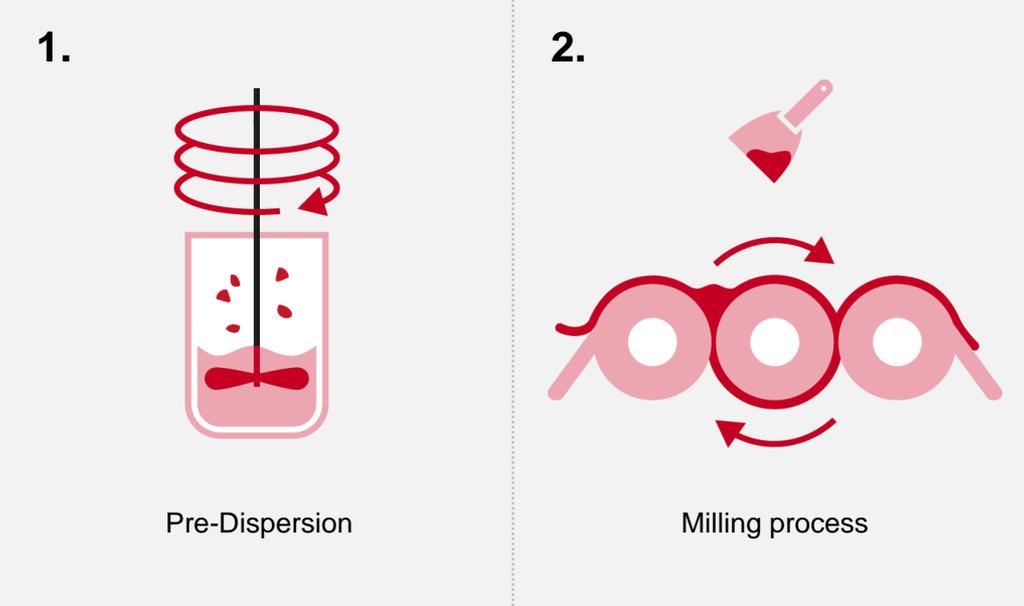
# Easy dispersibility

- Simple stir in pigment to binder, now even suitable for outdoor applications
- Reduced production time and costs
- Compatible with modern automotive coating systems

# Easy to handle: Reduced production time and costs (1/2)

## Productivity boost with stir-in technology

Conventional milling method



Faster stir-in method



# Reduced production time and costs (2/2)

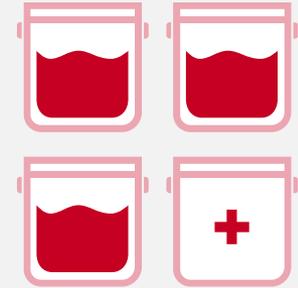
## Time, cost and capital saving



Reduced  
dispersion costs



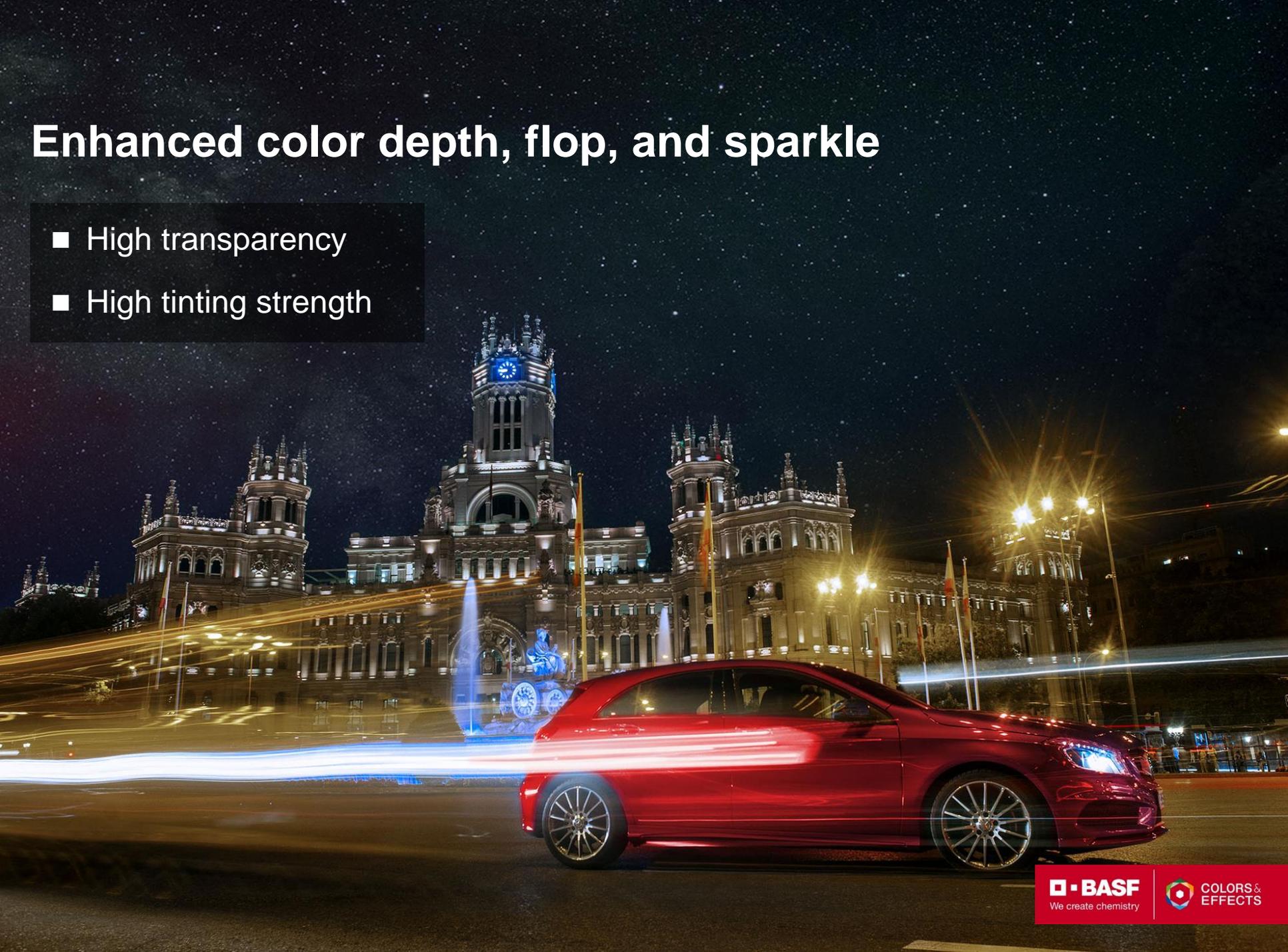
Reduced  
working capital



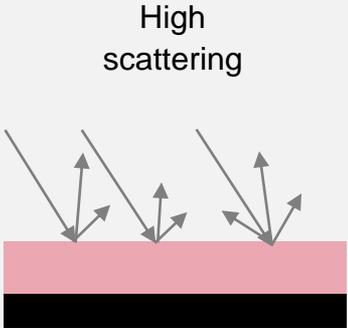
Increased  
production capacity

# Enhanced color depth, flop, and sparkle

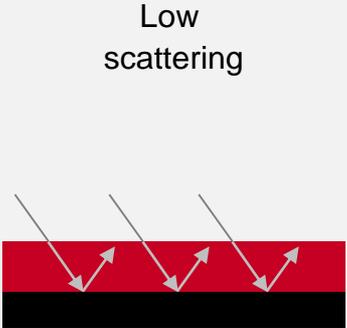
- High transparency
- High tinting strength



# High transparency for unique effects



Conventional coating with high scattering appears less glossy



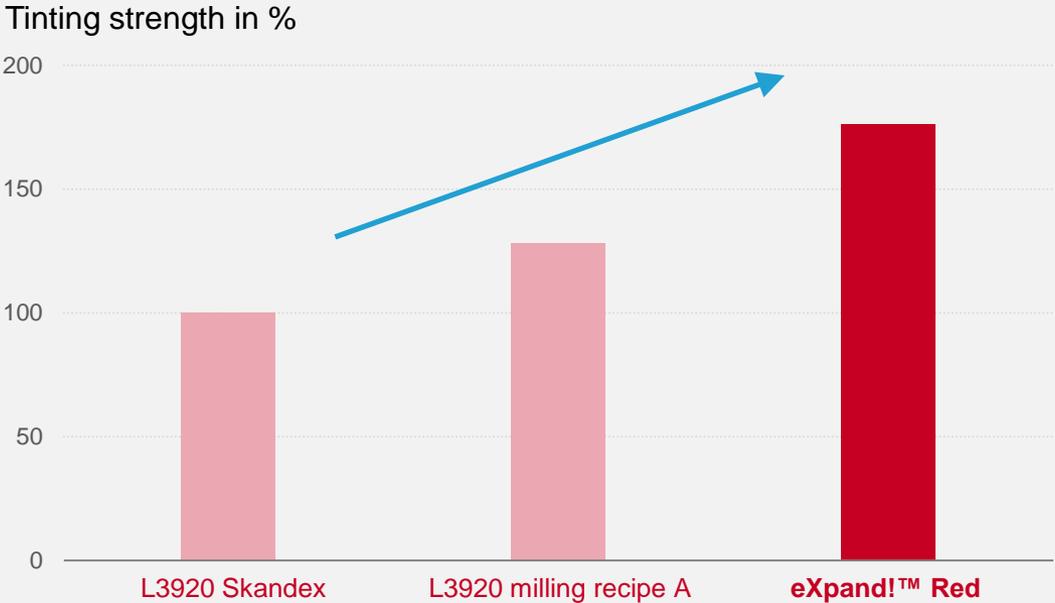
eXpand!™ Red High transparent coating with low scattering has a glossy appearance

Scattering in dE\*



Scattering dE\*, de :8°, D65 10°

# High tinting strength for intensive shades



SD 1/3, 1:10 TiO<sub>2</sub>, de :8°, D65 10°

Tinting strength according to ISO 18314-2 (procedure shade depth)

# Ready for take-off? eXpand!™ Red

Infinite styling options with the first stir-in pigment for automotive coatings, based on smaller size and narrower particle distribution.

- Easy dispersibility
- Enhanced color depth, flop, and sparkle



**COLORS &  
EFFECTS**

**BASF**

We create chemistry

# Make contact

Automotive coatings

**Paul Verhoeven**

CEO of eXpand!™ Start-Up Unit

**Javier Morcillo-Ruiz**

Technical Director of eXpand!™ Start-Up Unit

[eXpand-pigments@basf.com](mailto:eXpand-pigments@basf.com)

 **■ ■ BASF**

We create chemistry