



**COLORS &
EFFECTS**

Paliocrom® Brilliant Red EH 1000

The next step in high opacity effect pigments

Paliocrom® Brilliant Red EH 1000 (L 3254) for:

- Highly chromatic orange to red effect shades
- Extraordinary hiding power combined with brilliance and lightness

 **BASF**

We create chemistry

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The next step in high opacity effect pigments

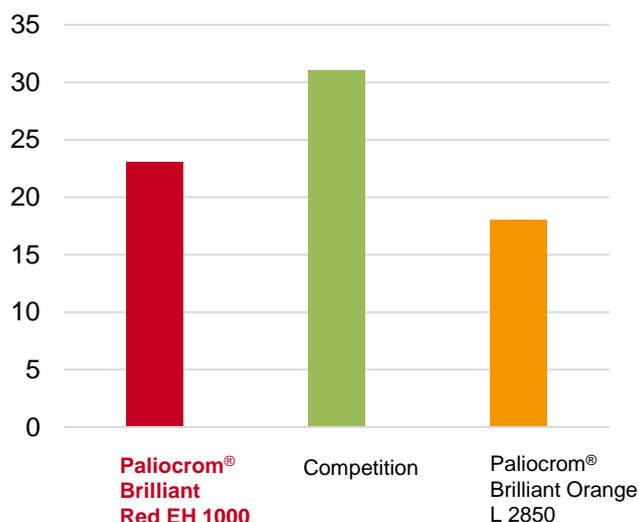
The latest addition to highly brilliant metallic effect pigments

Paliocrom® colored aluminum effect pigments are an ideal choice for modern automotive and high performance industrial coatings. They provide excellent hiding and extreme saturation while maintaining good appearance in thin film applications. Cornflake aluminum Paliocrom® pigments provide optimal hiding and a smoother appearance, while the Paliocrom® Brilliant thin silver dollar aluminum series deliver extreme chromatic flash in face with attractive flop behavior.

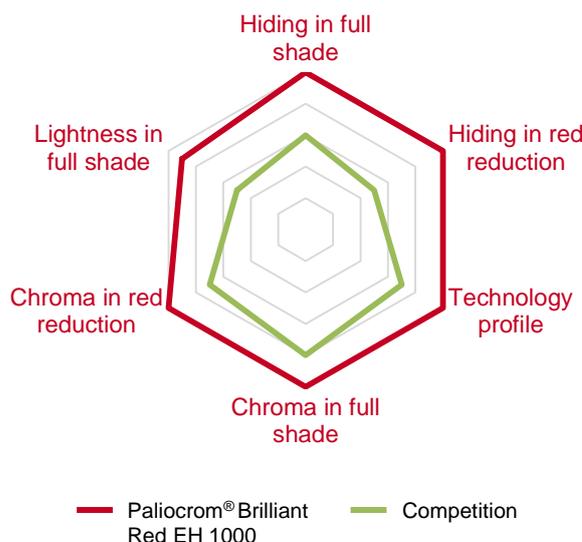
The new member, Paliocrom® Brilliant Red EH 1000 is an extremely saturated mid shade red silver dollar aluminum pigment that simultaneously delivers superior travel, DOI, and unmatched hiding. This is made possible through very narrow particle size distributions of ultra smooth aluminum flakes that are coated in an optimized process and passivated to provide gassing stability. The resulting extraordinary brilliance and lightness make Paliocrom® Brilliant Red EH 1000 the next step in effect pigment innovation.

Hiding in full shade

Hiding at (μ)



Application profile



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