



A brand of BASF – We create chemistry

News Release

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At CAD RETEC, Colors & Effects® brand presents safe and sustainable pigment technologies as a sneak peek into a forthcoming Color Collection for plastic design

- **Innovative Colors and Effects® pigments bring to life a trendy color palette, as part of a forthcoming Color Collection created by Pantone® Color Institute**
- **With benefits like safety, purity, and ability to endure multi-step processes, Colors and Effects® pigment technologies support “recyclability by design”**

BASF's Colors and Effects® brand presents an exclusive sneak peek into a customized Color Collection for plastic designs with the sustainable color palette “Transformation”. At CAD RETEC, taking place from September 23 to 26 at Cleveland, USA, the trend-inspired shade collection created by Pantone® is brought to life with the latest pigment innovations that answer the question, “how can pigments meet the plastic industry’s versatile colorant requirements with safe, reliable and brilliant performance?” According to Meli Laurance, Commercial Industry Manager, pigments for plastic at BASF, “*Transformation* is a muted color palette for our modern everyday world. The colors connect us with the past, and our pigments enable us to adapt to the needs of our present and future.”

As consumers request more and more responsible products, designers increasingly consider pro-environmental reuses and long-term applications. “New pigments with the highest durability and process stability can make products last in all materials for future generations or can withstand multiple processing steps”, says Breeze Briggs, Lead Technical Industry Manager in NA for Pigments for Plastics at BASF, and points out: “This is especially essential for recyclability by design.”

Colors and Effects® brand will introduce a new optimized pigment technology for recycling as part of the Sicopal® pigment family: 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. With the new pigment chemistries of Sicopal Red K 3050 and Cinquasia® Rubine K 4370, BASF extends 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 full Color Collection, comprised of three color palettes with 21 trendy shades, will be presented at the K trade fair, where Colors and Effects will unveil new pigment innovations. The Colors & Effects booth will be located in hall 5 at booth C41 at K fair, which takes place at Duesseldorf, Germany, from October 16th to 23th. Find more information about pigments that perform safely, reliably and brilliantly at the Colors and Effects brand [website](#).

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.

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.