

News Release

March 9, 2020

Colors & Effects® honored as 2019 Supplier of the Year by Axalta for innovative and sustainable pigment solutions

- **Global coatings manufacturer, Axalta, recognizes suppliers who accelerate the market with innovative and sustainable solutions**
- **Award winners must meet high standards for product quality, service, technology and value**

Ludwigshafen, Germany – March 9, 2020 – Today, Axalta announced Colors & Effects® as a 2019 Supplier of the Year award winner for pigments. In their strategic collaboration on innovation projects both companies aim to accelerate the process of bringing more intense shades and functional coatings to end consumer markets. “With this award, Axalta honors Colors & Effects for exceptional products and customer service in 2019,” said Barry Snyder, Chief Operations and Supply Chain Officer at Axalta. Snyder commented that, “The service and materials that we receive from our suppliers provide the base for our high-quality products, and we recognize suppliers that go above and beyond expectations.”

Alice Baumann, Global Key Account Manager for Axalta at Colors & Effects, received the award at an official ceremony in New Orleans. Reflecting on the successful business connection with Axalta, Baumann noted, “Earning this prestigious award from Axalta is very important to us. It recognizes our effort in providing outstanding quality, service, technology, and value, as well as innovations and sustainable solutions for the coatings industry, that result from our collaboration.” Speeding up market entry of newly

developed technologies and being able to adjust solutions to meet the requirements of specific markets is one major objective of the innovation projects between Axalta and Colors & Effects. The close strategic collaboration also helps identify opportunities to reduce complexity and improve production efficiency.

Visit the Colors & Effects [website](#) to learn more about [sustainable](#) and [innovative](#) pigment solutions.

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. More than 117,000 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 €59 billion in 2019. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.