



**COLORS &
EFFECTS**

News Release

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Revolutionary dosing system Xfast® Easy Color

- **Colors & Effects® introduces a new dispenser for Xfast® Easy Color, the world's first solid dispensing system for point-of-sale (POS)**
- **The newly developed dispenser XF200 doses directly into the base paint**
- **Xfast solid colorant improves the handling of POS systems and reduces costs significantly**

LUDWIGSHAFEN, GERMANY, May 5, 2020 – With the introduction of the innovative XF200 dispenser the solid dispensing system for point-of-sale (POS) [Xfast® Easy Color](#) enables paint manufacturers to revolutionize the market for decorative paints and coatings. The new dispenser, which will be commercially available in August, allows to dose customized formulations of solid colorants directly into the base paint. By tackling three of the major cost factors of liquid systems, service, colorant viscosity changes and sedimentation, it reduces expenses significantly and improves the everyday handling of POS systems.

The dry dosing system Xfast Easy Color comes with benefits like clean and easy handling, scarcely any colorant waste or service needed. It also eliminates several issues and costs of working with liquids. With solid colorants, there are no time-consuming tasks and dosing problems like purging, dry out, miss tints or viscosity change in the colorant.

Easy handling, less waste, precise dosing

Inside the dispenser there are 16 to 24 PE-canisters, containing the solid colorant Xfast. The canisters are connected to the XF200 through a click-in adapter, allowing quick, easy and clean refilling. Due to the dry system, minimum residual material remains in the canisters, which leads to considerably less waste.

Designed for the use of all commercial size paint buckets, two scales have been implemented in the new machine. Firstly, this allows dispensing a solid colorant mix for the coloration of up to 35 kg base paint; secondly, a precise scale enables the dosage of small weights from 0.5 to 6 kg.

“After having undergone a last series of in-house tests with Xfast solid colorants, we are now ready to implement first customer tests with the XF200 dispenser with our cooperation partner Hero”, says Ulf Möbius, Industry Manager for Architectural and Industrial Coatings at BASF Colors & Effects®. As project lead, he introduces the first solid dosing system to the POS market and developed the new XF200 dispenser jointly with Hero.

Explore revolutionary solid colorant dosing for POS in the [“Reach out to the future”-video](#) on the Colors & Effects 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.eu.

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 Depository Receipts (BASFY) in the U.S. Further information at www.basf.com.

About Hero

HERO is a global company with representation in many countries of the world in addition to its sales and marketing operations in Vancouver, Canada; Turin, Italy; Mumbai, India; Sao Paulo, Brazil; and Guangzhou, China. HERO’s diverse product line includes colorant dispensing and mixing equipment for point of sale and in-plant production equipment. Its products are sold globally to retail paint stores, paint manufacturers, point of sale retailers and industrial users. Further Information at www.hero.ca

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