



A brand of BASF – We create chemistry

# News release

July 29, 2020

## **New, exclusive distribution center for pigments supports growth for Colors & Effects®**

- **Customers will benefit from even more flexible warehousing and delivery service**
- **New building combines central distribution structure with distribution network geared to small quantities**

LUDWIGSHAFEN, GERMANY, July 29, 2020 – Pigments customers worldwide will benefit from an even more flexible warehousing and delivery service from spring 2021 onwards. From this time on, Colors & Effects®, BASF's brand focused on the global pigment business, will use a new finished goods warehouse and distribution center specially designed to meet their needs. The new building will be located in the industrial area in Ladenburg, Baden-Württemberg, Germany.

"This site, about 20 kilometers away from our largest production site in Ludwigshafen and in an ideal location to our other European production sites, allows us to combine our centralized distribution structure in Europe with a distribution network geared to small quantities," explains Dr. Florian Hofer, globally responsible for customer service and logistics management at the colored and effect pigment manufacturer.

Jana Heiler  
Tel: +49 621 – 60 769 47  
jana.heiler@basf.com

BASF Colors & Effects GmbH  
67056 Ludwigshafen, Germany  
[www.colors-effects.eu](http://www.colors-effects.eu)



A brand of BASF – We create chemistry

This means that customers can expect even greater adherence to delivery dates in the future, even with short lead times. The future warehouse will offer sufficient space to cover the expected volume growth in the coming years, especially for high-performance color and effect pigments, and is supposed to be one of the world's largest central pigment warehouses, according to Hofer.

Groundbreaking for the 20,000 square meter new building has just begun. Inauguration is scheduled for the first half of 2021. The pigment experts have gained neska Schifffahrts- und Speditionskontor GmbH as an experienced logistics partner – a company that focuses on logistics services with regards to the handling of chemical goods.

#### **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](http://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 Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).



**COLORS &  
EFFECTS**

A brand of BASF – We create chemistry

**Press Photo Information:**



**Groundbreaking for new distribution center**

*From left to right:* Jörg Strohmeier (MD GOLDBECK International), Stefan Bohn (MD Panattoni), Stefan Hütten (MD neska Gruppe), Stefan Schmutz (mayor of city of Ladenburg), Dr. Alexander Haunschild (Senior Vice President and MD BASF Colors & Effects GmbH), Alen Petrusic (Site Manager neska Mannheim)

Picture source: Panattoni

Jana Heiler  
Tel: +49 621 – 60 769 47  
jana.heiler@basf.com

BASF Colors & Effects GmbH  
67056 Ludwigshafen, Germany  
[www.colors-effects.eu](http://www.colors-effects.eu)