

News release

September 16, 2020

New features of the Colors & Effects® Online Service Platform add value, convenience and simplicity to the user experience

- **Product Comparison allows customers to compare products side-by-side to select the pigments that best fit their needs**
- **MySheets gives users a personalized library of product documents for their “favorited” pigments**
- **Sample Request makes it easy for customers to request a sample directly from the platform**

LUDWIGSHAFEN, GERMANY, September 16, 2020 – Colors & Effects® continues to improve the customer experience for its [Online Service Platform](#) by offering three new user-friendly functionalities in the Products area of the site: Product Comparison, MySheets and Sample Request. By registering for a personal account, users reap additional benefits to make the most of their online experience.

The **Product Comparison** feature allows users to evaluate multiple products side-by-side to help them find the pigments that best suit their business needs. Compare between two and four products within the same industry and assess pigments based on key attributes including product group, pigment effect and application. Users with a personal account can save their comparisons to the user dashboard for easy reference.



With **MySheets**, customers can “favorite” products to create a personalized library of product documentation that can be accessed through their user dashboard. Users have a single location for storing and referencing these documents, and anytime a document in the MySheets library is updated by Colors & Effects, users will receive a notification of this change. This ensures customers always have the latest information available at their fingertips.

Sample Requests for pigments of interest can now be completed conveniently through the platform. As customers browse pigment pages, they can submit a sample request by filling out a short form. Furthermore, customers can review their sample request history directly from their user dashboard.

MySheets and Sample Requests are available to customers with a registered and validated account.

The Online Service Platform, which launched in [February 2020](#), encompasses the brand’s corporate website and Pigment Finder, a product catalogue tool, which is now located under the Products area of the platform.

Visit the Online Service Platform [here](#).

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. 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.

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