



**COLORS &
EFFECTS**

News Release

April 22, 2021

Inspired by Earth Day 2021, the Colors & Effects® brand highlights sustainable pigment solutions using “Color of the Moment” video

- **The new video highlights the Spectrasense™ brand of solar heat management colorants as well as the ethically sourced natural mica-based effect pigment Lumina® Royal Exterior Aqua 7803H**
- **Colors & Effects® brand contributes to the United Nations Sustainable Development Goals with colorant solutions for the three sustainability pillars – environment, social responsibility and economy**
- **The video features digital visualization of color formulations applying accurate AxFTM (Appearance Exchange Format) to 3D models**

LUDWIGSHAFEN, GERMANY, April 22, 2021 – In celebration of Earth Day 2021, the Colors & Effects® brand highlights sustainable pigment innovation with a new edition of its “Color of the Moment” series. The video entitled [“visible impact”](#) showcases the [Spectrasense™](#) brand of functional black colorants, which deliver a cool canvas for solar heat management applications. The formulation features two effect pigments to create intense sparkle, [Lumina® Royal Exterior Aqua 7803H](#), one of the Colors & Effects brand’s many chromatic, sustainable and responsibly sourced natural mica-based effect pigments, combined with synthetic [Lumina® Royal Exterior Dragon Gold S2823D](#).

“The Colors & Effects® brand contributes to the United Nations Sustainable Development Goals by keeping the environment top of mind, while also considering

social responsibility and the economy,” says Ruth Bauer, Global Sustainability Manager. “With our new Color of the Moment video, we celebrate Earth Day by linking the selected technologies to the three sustainability pillars.” She adds, “The natural mica-based effect pigments are ethically sourced from our wholly-owned mine in Hartwell, Georgia, USA, which institutes environmentally friendly practices including chemical-free processing, recycling, and reforestation. Offering economic advantages, the Spectrasense™ family of functional pigments provide LiDAR visibility and reduced thermal loading.”

The video utilizes the accurate AxF™-files (Appearance Exchange Format) measured by the experts of our in-house digitalization team. The virtual renderings display both the color and the effect appearance of the stylings, by clearly capturing the whole potential of the color shades. The 3D-models reveal even the most subtle sparkle from the effect pigments and can be adjusted for specific industry and customer needs.

The trendsetting color program for automotive coatings is released roughly six times a year. “With our Color of the Moment series, our goal is to build on the most prevalent colors and current mood,” says Juliane Krüsemann, Head of the Pigment Gallery in Ludwigshafen, Germany. “By combining trends with colorant innovation, we inspire and support our customers in their product creations.” Krüsemann heads the Pigment Gallery, which is an inspired setting that showcases Colors & Effects' broad portfolio of pigments for the automotive, cosmetics and plastics industries with unique and practical objects and applications.

Visit the Colors & Effects® brand's [website](#) to learn more about the sustainable 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.com.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 110,000 employees in the BASF Group contribute 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 2020. 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.

Über BASF

Chemie für eine nachhaltige Zukunft, dafür steht BASF. Wir verbinden wirtschaftlichen Erfolg mit dem Schutz der Umwelt und gesellschaftlicher Verantwortung. Mehr als 110.000 Mitarbeitende in der BASF-Gruppe tragen zum Erfolg unserer Kunden aus nahezu allen Branchen und in fast allen Ländern der Welt bei. Unser Portfolio haben wir in sechs Segmenten zusammengefasst: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care und Agricultural Solutions. BASF erzielte 2020 weltweit einen Umsatz von 59 Milliarden Euro. BASF-Aktien werden an der Börse in Frankfurt (BAS) sowie als American Depositary Receipts (BASFY) in den USA gehandelt. Weitere Informationen unter www.basf.com.