

News Release

October 28, 2020

Color our future lead free: BASF's Colors & Effects® brand supports new SAICM Policy Brief for eliminating lead paint

- Today, a new Policy Brief was published by the Strategic Approach to International Chemicals Management (SAICM), whose secretariat is hosted by the United Nations Environment Programme (UNEP).
- The Policy Brief informs about the global situation in lead paint and calls for a fast realization of its global elimination.
- With the call to “Color our future lead free” Colors & Effects® supports the industry with a designated lead free portfolio, provides reformulation guidance and contributed to the SAICM Policy Brief with an expert statement.

LUDWIGSHAFEN, GERMANY, October 28, 2020 – Informing about the current situation of global lead paint elimination, a new [SAICM Policy Brief](#) has been published. The document reports the successes of the multi-stakeholder effort within the organization's SAICM-GEF project, that aims for a fast realization of a global ban in lead paint. Pointing out the burden of disease due to lead exposure and its threats to both aquatic and terrestrial ecosystems, the Policy Brief also forms a call to action for more political guidance: “Without laws to phase-out lead in paint, the shift to sustainable solutions will likely continue to occur at a slow pace”, the document states at page 4, advising: “The adoption of a legally binding and enforced national regulatory framework effectively ensures there is a fair and level playing field for paint manufactures to adhere to lead paint standards and regulations, while holding non-compliant entities accountable. Effective enforcement of lead paint regulations aid in protecting human health and the environment, discouraging potential violators, and

leveling the playing field for all companies.”

Georg Döring, Technical Marketing Manager for Architectural and Industrial Coatings and Expert for Lead Chromate Replacement at BASF Colors & Effects®, supported the Policy Brief with an expert statement from pigment producer perspective. In his statement he emphasized the decisive contributions: “The sustainable evolution of existing pigment portfolios forms a basis for the elimination of lead in paint. In addition to providing a broad lead free portfolio, it is equally important to provide our customers with reformulation guidance. When small and medium-sized enterprises start reformulating their paints, they benefit from the knowledge exchange within our technical industry partnership.”

Pigments to color the future lead free

Continuously extending the options for paint and powder coatings, the Colors & Effects brand shows that lead free pigment alternatives cover the complete color space, live up to high performance requirements and can even offer the most economical solution. Since this September, Pacific Orange EH 3963 expands the orange color space and offers outstanding resistance against weather, high temperatures and within chemical processing. With Irgazin® Orange L 2995 HD a new alternative for waterborne architectural and industrial coatings will soon be available. On their website [Color our future lead free](#) Colors & Effects promotes the designated portfolio of lead free pigments and provides a contact for the transition to lead free formulations.

About the United Nation Environment Programme and the SAICM-GEF project

The United Nations Environment Programme (UNEP) is the leading global environmental authority that sets the global environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system, and serves as an authoritative advocate for the global environment. The Strategic Approach to International Chemicals Management (SAICM) is hosted by UNEP and it serves as a global policy framework which aims to protect human health and the environment from the unsound management of chemicals and waste. To further advance the elimination of lead paint through the development of laws and to demonstrate the feasibility of lead paint reformulation the Global Environment Facility (GEF)-funded project, “Global best practices on emerging chemical policy issues of concern under SAICM” focuses on phasing out lead paint by working with governments to support the development of lead paint laws

as well as working with small and medium-sized enterprises to promote the reformulation of lead paint from their production processes.

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.

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