



# News Release

September 03, 2020

## **Color our future lead free: Colors & Effects® presents new hybrid pigment Pacific Orange**

- **Pacific Orange EH 3963 enables lead free and highly chromatic orange shades in demanding powder coatings**
- **With the call to “Color our future lead free” the new pigment complements the Colors & Effects® portfolio supporting the global elimination of lead paint**

LUDWIGSHAFEN, GERMANY, September 03, 2020 – Developed to meet the demanding requirements in powder coatings the Colors & Effects® brand introduces the new lead free Pacific Orange EH 3963. Thanks to its high chroma the hybrid pigment expands the orange color space and merges the most beneficial properties of its organic and inorganic components. Compared to other high performing orange pigments Pacific Orange EH 3963 offers outstanding weather resistance and good opacity, features that are combined with a high temperature as well as superior chemical resistance.

“With this product launch we fill the gap of highly chromatic orange shades for lead free coatings applications. Thanks to its hybrid technology the new pigment offers the performance our customers require for their paints and coatings without the use of lead chromate”, says Thomas Siegmund, Global Business Development Manager for Industrial Coatings at Colors & Effects.

Siegmund is responsible for the market launch of Pacific Orange EH 3963 and especially highlights its coloristic properties as a shading partner: “In combined use with DPP Reds, the new pigment does not show the unwanted brownish color shift, which occurs with common lead free alternatives on the market.” This property makes the product the ideal formulation partner to match highly chromatic and durable orange

RAL shades and corporate colors in combination with high performance organic or inorganic lead chromate free pigments.

### **Pigments for a lead free future**

For several years, lead chromate has been suspected to negatively impact human health and appears to be toxic to aquatic life with long-lasting effects. Formed by the United Nations Environment Programme and the World Health Organization the [Global Alliance to Eliminate Lead Paint](#) aims to prevent exposure to lead through promoting the phase-out of paints containing lead. Many countries already introduced legislations for banning lead chromate pigments in coatings or are currently preparing such measures. Colors & Effects® promotes a comprehensive pigment portfolio supporting lead free paints and coatings. Visit the website [Color our future lead free!](#) if you want to learn more.

### **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).

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