



**COLORS &
EFFECTS**

News Release

October 20, 2020

Lumina® Royal pigment expands the brilliant red to blue color space in automotive coatings trend formulation

- **With Lumina® Royal Exterior Blue Russet S6903D the Colors & Effects® brand launches a brilliant effect pigment for sophisticated coatings with an exceptional bluish-russet shade**
- **Autumn *Color of the Moment* styling *burgundy bouquet* shows the coloristic benefits of this latest addition to the Lumina Royal family**
- **Trend coatings with intense sparkle inspired by Lumina Royal pigments have been created in a collaboration with guitar designer Jens Ritter**

LUDWIGSHAFEN, GERMANY, Oktober 20, 2020 – The Colors & Effects® Brand presents [Lumina® Royal Exterior Blue Russet S6903D](#), a semitransparent, bluish-russet shade effect pigment. The unmatched chromaticity and highest brilliance arise from the pigment's optimal particle size distribution.



Lumina Royal Exterior Blue Russet is suited for automotive coatings applications.

Expanding the red to blue color space and providing superior sparkle the new Lumina Royal Exterior Blue Russet allows formulators to style vibrant new colors with eye-catching appearance. Coatings applications of the exterior grade include automotive OEMs and refinish as well as Aerospace, general industrial and powder coatings.

The autumn *Color of the Moment* styling [burgundy bouquet](#) expresses the new possibilities of the russet color space expansion. Thanks to the key formulation partner Lumina Royal Blue Russet *burgundy bouquet* provides designers with an essential red styling inspiration that evokes the thought of harvested grapes and the feeling of savoring wealthy moments.



The autumn *Color of the Moment* styling *burgundy bouquet*

As a stage for color design, driven by inspiration, trends and specific shade objectives the *Color of the Moment* series creatively explores novel color spaces. Evoked by transitory experiences, it features exceptional formulations for automotive coatings that are enabled with latest pigment innovations.

Royal effects in guitar design

“With their optimized particle size distribution, our mica-based Lumina Royal pigments deliver exceptional chromaticity and sparkle for vibrant stylings and for a wide variety of applications, especially in formulations with transparent pigments” said Raimund Schmid, Head of Global Development Effect Pigments for Coatings and Plastics. In an exclusive collaboration with [Jens Ritter Instruments](#), Schmid and his team enabled the creation of a variety of coatings with brilliant Lumina Royal effects. The individual design of Ritter’s guitars was finished with these exclusively formulated effect coatings. Applied to the luxurious guitars the shades demonstrate the growing trend towards vivid and high chroma stylings. Since the initiation of the collaboration in 2019, three guitar designs have been based on the effect pigments [Lumina Royal Dragon Gold](#), [Lumina Royal Blue](#) and [Lumina Royal Russet](#).



Guitar design with Lumina Royal Dragon Gold effect coating



Guitar design with Lumina Royal Blue effect coating



Guitar design with Lumina Royal Russet effect coating

Visit the [Lumina Royal website](#) if you want to learn more about the effect pigment family. Or take a look at *Color of the Moment* styling inspirations featuring the Lumina Royal pigments [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. 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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