



News Release

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New ECO PASSPORT by OEKO-TEX® certification for sustainable fiber coloration provided by Colors & Effects®

- **Colors & Effects® introduces dedicated pigment portfolio for sustainable fiber coloration**
- **The colorant range meets performance requirements for various polymers as well as high purity standards by OEKO-TEX®**
- **For the first time, ECO PASSPORT certified pigments support resource-saving solution-dyed fiber production process**

LUDWIGSHAFEN, GERMANY, November 11, 2020 – The Colors & Effects® brand highlights a focused portfolio of colorants for solution-dyed fiber applications (mass coloration). Contributing to more sustainable textile production, these pigments are certified with ECO PASSPORT by OEKO-TEX®.

“BASF Colors & Effects shows great leadership by creating chemicals for the textile industry that enable safer, more sustainable products and processes. Their ECO PASSPORT by OEKO-TEX® certification will positively impact thousands of certifications for downstream manufacturers, brands and retailers - and more importantly - help protect workers, consumers and the planet”, said Jonathan Wehrli, Product Manager for ECO-PASSPORT at OEKO-TEX®. In a joint customer webinar on November 18, Wehrli will present the regulative components of ECO-PASSPORT that define the requirements for the certified portfolio of high purity pigments.

“Supported with spot testing and risk assessment evaluations, the selected pigments fulfill the stringent purity requirements outlined by OEKO-TEX®,” says Lindy Lin, Senior Commercial Industry Manager for Plastics at Colors & Effects. According to Lin, a broad knowledge of global colorant regulations and long-term expertise in meeting purity demanding requirements for colorants now applied to fibers served as the basis for selecting the pigments to certify with ECO PASSPORT by OEKO-TEX®.

By controlling potentially harmful chemicals even if they are not yet regulated, the ECO PASSPORT certification signals the highest product purity to the fiber industry. On the path to an increasingly sustainable fiber coloration, the shift to solution-dyed fiber production has long been highlighted by the industry as a resource-saving process in comparison to bath dyed fiber production. By using less water as well as decreasing pollution in waterways, solution-dyed fiber production is more environmentally friendly than traditional bath dyeing methods. Additionally, the solution-dyed fiber process produces a more durable fiber with longer service life, prolonging the time a consumer keeps a product before replacing it.

“Consumers are increasingly focused on sustainability, and solution-dyed fibers are the sustainable way forward for the fiber industry,” said Fang Wang, Technical Industry Manager for Fibers at Colors & Effects. “In addition to the shift from bath dyeing methods to solution-dyed fibers, the usage of high purity colorants now supports the textile industry’s sustainability benchmarks.”

Including a range of colors that meet demanding performance and high purity requirements for various polymers, the Colors & Effects focused portfolio for sustainable fiber coloration also provides high flexibility in formulation. Get more information and register for the joint webinars on this [website](#).

About ECO PASSPORT by OEKO-TEX®

ECO PASSPORT by OEKO-TEX® is an independent certification system for chemicals, colorants and auxiliaries used in the textile and leather industry. During a multistep process, OEKO-TEX® analyses whether each individual ingredient in the chemical product meets the statutory requirements and that it is not harmful to human health. Both brands and manufacturers value the ECO PASSPORT as credible proof of sustainable textile and leather production. Further information can be found on this [website](#).

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.

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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.

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