



# News Release

August 20, 2020

## **Colors & Effects® supports sustainable packaging with pigments for compostable plastics and printing inks**

- **With a selected pigment portfolio for the plastics and inks industry Colors & Effects® engages in the coloration of compostable materials**
- **New website presents pigment solutions according to the requirements of the European standard for industrial composting**

LUDWIGSHAFEN, GERMANY, August 20, 2020 – As consumers show increasing awareness for the goods they buy and for related packaging materials, brand owners take responsibility for the complete life cycle of all their product's components. As a sustainable solution preventing waste from being incinerated or land filled, industrial composting is one part of a complex waste discussion. In order to support the creation of colored compostable products the Colors & Effects® brand promotes a special pigment portfolio for compostable plastics and printing inks. The selection is based on the evaluation of the pigment composition according to the requirements of EN 13432, the European standard for industrial composting.

“The regulation EN 13432 treats pigments as additives and as such they are obliged not to hinder the industrial composting process”, says Lindy Lin, Senior Commercial Industry Manager for Plastics at Colors & Effects and explains: “Thanks to our long term experience with purity limits for sensitive applications like food contact materials or toys, we have built up a comprehensive pigment portfolio with especially high purity standards.”

Andreas Kleinhenz, Senior Technical Marketing and Development Manager for Printing and Specialties at Colors & Effects, adds: “The right pigment chemistry supports a product's overall compliance with compost purity limits. It is a relevant factor enabling that the remains of compostable packaging stay within the EN 13432

regulation limits, including the printing ink on its surface. Relevant components include for example volatile matter, heavy metal and fluorine.”

The pigment selection for compostable packaging can be found on this Colors & Effects [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](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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