

News Release

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Colors & Effects® inspires the automotive industry with the digital *Global Color Presentation*

- **The *Global Color Presentation* combines the benefits of new pigments in styling formulations with current trends in the automotive industry.**
- **For the first time, automotive designers can apply virtual renderings of the stylings with the highest realistic detail to their own 3D-models.**

LUDWIGSHAFEN, GERMANY, December 9, 2020 – The Colors & Effects® brand presents a virtual collection of trend stylings for automotive coatings. Brought to live within the company's latest *Global Color Presentation*, 60 styling formulations are now accessible on this [Colors & Effects website](#). In addition to the digital rendering of a realistic coating appearance on the showcased 3D object, all stylings are offered in a digital format that allows them to be used for the virtual design of any coated 3D object within the automotive development process.

"The *Global Color Presentation* provides a unique set of services for the automotive coatings value chain. With the launch of the complete styling collection in a digital format, we combine the formulation expertise and latest pigment developments for automotive coatings with trend scouting and digital availability of the shades we create", explains Juliane Kruesemann, Head of Pigment Gallery at BASF Colors & Effects. As project lead for the *Global Color Presentation*, she provides the automotive design community with color trend inspiration.

In order to bring the *Global Color Presentation* to her audience in a digital format, Juliane Kruesemann collaborated with Dr. Thomas Frey, Head of Colorimetry at BASF Colors & Effects. Expertise in colorimetry and digital rendering has enabled Dr. Frey's team to show realistic shades in a virtual space by displaying both the color and the effect of a styling. "For the first time we are offering our customers our shade formulations in a digital format that they can use in their systems. On the new website, our customers can order AxFTM files and apply the shade to their digital 3D objects; for example, objects such as car shapes", states Dr. Frey.

Visit this [website](#) and view the 60 styling inspirations presented within the *Global Color Presentation's* three trend collections: urban mobility, e-mobility, and autonomous driving. If you'd like to work with the AxFTM files of a particular styling, you'll find the contact link on the 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.

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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