



News Release

August 05, 2020

Universal eXpand!® pigment enables advanced coloristic properties and cost reduction in various coating systems

- **With eXpand!® Red EH 3530 the Colors and Effects® brand introduces the first stir-in powder pigment for automotive coatings**
- **Complementing red and blue slurries for water borne applications the new powder version enables using the advanced eXpand! technology in various coating systems**

LUDWIGSHAFEN, GERMANY, August 05, 2020 – With improved color depth and stabilized up to the level of primary particle size the stir-in slurries eXpand!® Red EH 3427 and eXpand! Blue EH 6001 have revolutionized the production of water borne coatings. With the development of the powder pigment eXpand! Red EH 3530, the first universal grade is now available, enabling the intense shades in various coating systems.

The intense red pigment enables high transparency and tinting strength for more chromatic shades with lower scattering. Developed for modern automotive coating systems, the eXpand! technology makes the small particle sized powder easily dispersible, which significantly reduces cost and time spent in production processing.

“After the launch of eXpand! Red EH 3427, we sped up to deliver an additional color and a powder version, demonstrating our commitment to invest in this innovative pigment technology,” said Paul Verhoeven, eXpand! business leader for Colors & Effects® pigments. “By adding a blue pigment slurry and a red powder to our portfolio, we enhanced the possibilities for our customers regarding their coloration aim and their coating systems.”

Visit the [eXpand! website](#) if you want to learn more about the new pigment technology. Within their #OwardForwardAhead campaign the Colors & Effects brand presents

innovation projects on their website and shows engagement for driving technological development.

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 Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.

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