



A brand of BASF – We create chemistry

# News Release

September 16, 2019

## **New research location: Colors & Effects® highlights commitment to continuous pigment innovation**

- **With the opening of a new laboratory at BASF's Besigheim Site in Germany, research and production of Colors & Effects® pigments are getting closer together**

A new research laboratory for pigments, manufactured and marketed under BASF's global brand Colors & Effects®, has been opened in Besigheim, Germany. "With the installation of this research laboratory in Besigheim, we are strengthening the rapid development of near-market innovations. Through the complete on-site support and the proximity of production and research, we support the development of our inorganic color pigments as well as the Paliocrom® effect pigments", says Alexander Haunschild, Senior Vice President of BASF's global pigment business.

Prior to this laboratory opening, the research activities that will be bundled in Besigheim in the future have mainly taken place in Ludwigshafen. Haunschild emphasizes the importance of the laboratory for the future of the site: "Following the expansion of capacity for bismuth vanadate and Paliocrom effect pigments, the laboratory opening also shows that we regularly invest in the Besigheim site." In June 2018 the company had announced an increase in production capacity for Paliocrom effect pigments at its Ludwigshafen and Besigheim locations.

Visit the Colors and Effects brand [website](#) for more information about pigments.

### **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.basf.com](http://www.colors-effects.basf.com).

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 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 around €63 billion in 2018. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).

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