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Joint News Release

BASF partners with Pantone® Color Institute to create a shade collection inspired by PANTONE 16-1546 Living Coral, Color of the Year 2019

- **Pantone® Color of the Year 2019 Living Coral in plastics designs**
- **Illustrated in various resin types, designs in plastic integrate attractiveness and multiple performance requirements**
- **The campaign “Performance beyond dazzling impressions” includes colors and effects that perform safely, reliably, and brilliantly**

In a continued collaboration with the Pantone Color Institute, BASF has created a collection of plastic designs inspired by the Pantone® Color of the Year 2019, PANTONE 16-1546, Living Coral. Supporting performance as well as aesthetic appearance, the new collection features a selection of Colors & Effects® pigments that accentuate color, finish and design all while meeting versatile industry requirements.

“The new campaign ‘Performance beyond dazzling impressions’ demonstrates how our pigments enable performance in plastic designs,” said Meli Laurance, Commercial Industry Manager for Plastics at BASF. “Drawing on the life-affirming and energizing shade of Living Coral, we were inspired to create a shade collection that first dazzles the consumer, and further, reliably and safely performs in the targeted applications.”

According to Laurie Pressman, Vice President of the Pantone Color Institute, “Pantone Living Coral embodies our desire for playful expression and symbolizes our innate need for optimism and joyful pursuits. Sociable and spirited, the engaging nature of this orange-based shade with a golden undertone, Pantone Living Coral welcomes and encourages lighthearted activity and the enjoyment of spending time with others and having fun.”

Inspired by Pantone Living Coral, BASF has created a collection of eight pre-defined shade formulations based on three key concepts:



“Perform until the last moment” with colors that comply with complex technological requirements and can withstand extreme strain



“Enjoy a safe consumer experience” with pigments that meet the highest purity standards, especially for sensitive markets like food contact applications and toys



“Discover sparkling moments” with brilliant combinations of chromatic organic pigments and effects, that are natural and sustainably mined

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.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 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 more than €60 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.

About The Pantone Color Institute™

The Pantone Color Institute is the business unit within Pantone that highlights top seasonal runway colors, selects the Pantone Color of the Year, forecasts global color trends and advises companies on color for product and brand visual identity. Through seasonal trend forecasts, color psychology, and consultative color consulting, the Pantone Color Institute partners with global brands to leverage the power, psychology, and emotion of color in their design strategy.

About Pantone

Pantone provides a universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control color from inspiration to realization – leveraging advanced X-Rite technology to achieve color consistency across various materials and finishes for graphics, fashion and product design. Pantone Standards feature digital and physical color specification and workflow tools. The Pantone Color Institute™ provides customized color standards, brand identity and product color consulting as well as trend forecasting inclusive of Pantone Color of the Year, Fashion Runway Color Trend Reports, color psychology and more. Pantone B2B Licensing incorporates the Pantone Color System into different products and services, enabling licensees to communicate and reproduce certified Pantone values and improve efficiencies for their users. Pantone Lifestyle brings color and design together across apparel, home, and accessories. Learn more at www.pantone.com and connect with Pantone on Instagram, Facebook, Pinterest, and LinkedIn.

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