



News Release

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BASF's Colors & Effects® brand introduces a cosmic blue stir-in pigment with the pioneering eXpand™ technology at the European Coatings Show

- **BASF presents the second Colors & Effects pigment with the innovative eXpand! technology**
- **eXpand! Blue EH 6001 will be showcased at the European Coatings Show**
- **At booth 7A-724 customers can discover the eXpand! family as one of the highlights of the latest pigment innovations for the coatings industries**

BASF announced today the second stir-in pigment for automotive coatings with the pioneering eXpand!™ technology, enabling enhanced color depth, flop and sparkle. eXpand! Blue EH 6001, marketed under the Colors & Effects® brand, is the second pigment with the pioneering stir-in technology resulting from the strategic partnership between BASF and Landa Labs. Within one year after the launch of eXpand! Red EH 3427, BASF will be exhibiting eXpand! Blue EH 6001 at booth 7A-724 at the European Coatings Show, held in Nuremberg, Germany, from March 19 until 21.

“We saw great success with the launch of eXpand! Red, having generated sales just five months after its launch in March 2018. That’s a quick timeframe to earn sales for the market entry of an automotive pigment. In reaction to this market demand, we have now sped up to deliver new colors with this revolutionary pigment technology,” said Paul Verhoeven, eXpand! business leader at BASF. “With introducing eXpand! Blue, we continue to demonstrate our commitment for innovative pigment developments.”

Infinite styling options in cosmic blue

The deep blue pigment features both high transparency and high tinting strength for more chromatic shades with lower scattering. The small particle sized stir-in pigment is easily dispersible, which significantly reduces cost and time spent in production processing. At the same time, it is compatible with modern automotive coating systems and is suitable for outdoor applications.

Experience new car shades with digital color visualization

The featured pigments for the automotive industry also include two new members of the Lumina® Royal family: Lumina Royal Exterior Russet EH 2633 (S5903D) and Lumina Royal Exterior Amber EH 2630 (S2903D). The brilliant semi-transparent effect pigments extend the color space potential for vibrant red and bronze shades in automotive OEM/refinish and industrial coatings. Using attractive, digitally displayed car shades, BASF displays the color visualization capabilities of their new pigments.

Latest pigment innovations for industrial and architectural coatings

Suitable for use in industrial and architectural coatings, BASF presents Sicopal® Turquoise EH 3475 (L 8215). The greenish-blue hue of Turquoise expands the color space of inorganic pigments and provides a full range of highly durable pigmentation. Sicopal Turquoise also offers a supplement to the extensive Colors & Effects portfolio for modern mixing systems.

BASF's dry dosing solution for point-of-sale architectural tinting with Xfast® Easy Color offers more intense colors in combination with an increased convenience. The clean handling and contactless re-filling with the click-in packaging allows tinting paints with a reduction of waste and improved cost-in-use. With the MIT free Xfast and Luconyl® NG portfolio, BASF has already reacted to new eco regulations and thereby enables paint manufacturers to prepare for the biocide's reclassification in 2020.

Please visit our website for more information about latest product launches:
www.colors-effects.basf.com

Get more information on the innovative eXpand!™ pigment family [here](#).

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 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.