



A brand of BASF – We create chemistry

# News Release

October 30, 2019

## Colors & Effects® launches a new “Pigment Finder,” a one-stop digital product finder

- **Customers can view product portfolios for the Coatings, Plastics, Printing, Agriculture and Cosmetics markets**
- **Pigment Finder uses sophisticated industry filters and advanced search technology to display relevant product results**
- **An attractive and easy-to-navigate user interface creates simplicity and allows for a seamless user experience**

LUDWIGSHAFEN, GERMANY, October 30, 2019 – Colors & Effects®, BASF’s brand focusing on the global pigments business, launched a new [digital product finder tool](#) that offers customers an integrated user experience for interacting with the brand’s diverse pigment portfolios for the Coatings, Plastics, Printing, Agriculture and Cosmetics markets.

The tool, “Pigment Finder,” combines sophisticated industry filters with highly-developed search technology to help customers find the pigments most suitable to their needs. Customers can learn more about each product by reading detailed product attributes, viewing color chips, and downloading technical data sheets and informational brochures. Pigment Finder also includes a live chat feature where customers can connect with industry specialists to ask questions and seek product recommendations in real-time.

“Pigment Finder’s advanced engineering and user-friendly interface allows customers to easily search the vast Colors & Effects product portfolios and find relevant results in

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just a few clicks,” said Caroline Syms, Digital Communications Specialist, BASF Colors & Effects. “It’s a one-stop shop where customers can interact with our products in an entirely digital setting.”

In addition, customers can subscribe to receive email newsletters for the Cosmetics industry directly through Pigment Finder. Email newsletter subscriptions for the Coatings, Plastics, Printing and Agriculture segments are expected to go live on Pigment Finder in 2020.

Visit Pigment Finder [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](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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