



A brand of BASF – We create chemistry

# News Release

November 20, 2019

## **On a tour to a fully ethical mica mine: Colors & Effects® shows commitment to responsibly sourced natural mica from the U.S.A.**

- **Colors & Effects® sources 100% of its natural mica flake demand for the production of effect pigments from own mica mine in the U.S.A.**
- **Fair and safe working conditions without child labor**
- **Video provides virtual insights into transparent, ethical and environmentally-conscious sourcing**

SOUTHFIELD, MI, November 20, 2019 – Colors & Effects®, BASF's brand focused on pigments, demonstrates its commitment to sustainably sourced natural mica flakes to produce natural mica-based effect pigments for the Coatings, Plastics, Printing and Cosmetic industries.

Given the increased awareness of unethical mica mining operations in India and other parts of the world, Colors & Effects® is committed to providing customers with full transparency about its in-house sourcing from its wholly owned mine located in Hartwell, Georgia, USA.

A video tour of the mine is available on the [Colors & Effects website](#) providing insights about mining practices in Hartwell and the people behind.

The controlled, North American based supply chain that tracks mica from source to supply, enables the guarantee for zero child labor and a deep focus on preserving the environment.

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Compliance with internationally agreed labor standards, including the abolition of child labor, is a fundamental cornerstone of the Colors & Effects® operations. As one of the leading pigments suppliers globally, Colors & Effects® takes responsibility to drive important discussions in key industry networks fostering sustainable solutions.

#### **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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