



# News Release

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## **BASF's Colors & Effects brand launches pioneering stir-in pigment for automotive coatings**

- **eXpand!™ Red (EH 3427) is the first result of the strategic partnership with Landa Labs**
- **The new pigment technology dimension will be presented at the American Coatings Show**

INDIANAPOLIS, INDIANA, April 10, 2018 – BASF announced today a pioneering stir-in pigment for automotive coatings, that provides enhanced color depth, flop, and sparkle. [eXpand!™ Red \(EH 3427\)](#), marketed under the Colors & Effects brand, is the first pigment to result from the strategic partnership between BASF and Landa Labs that was established last year. BASF will showcase the pigment at the American Coatings Show (ACS), held in Indianapolis, April 10 – 12.

“We are excited to introduce the first pigment in our eXpand!™ line,” said Paul Verhoeven, eXpand!™ business leader at BASF. “By bringing this technology to our customers, we continue to demonstrate our commitment to offering a revolutionary generation of Colors & Effects pigments that meet the requirements of the automotive coatings industry.”

### **Infinite styling options, reduced production time and costs**

The blue-shade red pigment features both high transparency and high tinting strength for unique, more intensive shades with lower scattering. Compatible with modern automotive coating systems, eXpand!™ Red is the first of its kind suitable for outdoor applications. The small particle sized stir-in pigment is easily dispersible

and cuts the time involved in the production process as opposed to conventional milling methods; this lowers costs significantly.

BASF will be exhibiting eXpand!™ Red in room 135 at the ACS. Other featured pigments include Lumina® Royal Exterior Dragon Gold EH 0907 (S2823D), a brilliant greenish-golden, semitransparent effect pigment. It extends the color space potential for high chroma shades in automotive OEM / refinish, aerospace, building & construction, powder coatings and consumer electronics applications.

Get more information on the strategic partnership of BASF Colors & Effects and Landa Labs [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 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 five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of €64.5 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](http://www.basf.com).