

# News Release



## **BASF receives Materialica Design + Technology Award 2014**

- **XSpark® automotive effect coating recognized**
- **Second award within the “XColors – designed by BASF” product family**

Muenster, Germany – October 29, 2014 – BASF's Coatings division has received the Materialica Design + Technology Silver Award 2014 in the "Surface & Technology" category for its XSpark® automotive coating. The distinction was awarded during the 17th International Trade Fair for Materials Applications, Surface Technology, and Product Engineering (Materialica) which took place from October 21 to 23, 2014 in Munich, Germany. The award is granted each year by MunichExpo Veranstaltungen GmbH.

The Materialica Design + Technology Award is one of the most important internationally recognized distinctions for innovations in the area of material development and application. "We are very pleased to have been selected for the award, since it highlights our high level of competency at the interface between design and technology," said Stephan Schwarte, head of Basecoat Pigments/Dispersions & Color Design Lab at BASF's Coatings division.

The award recognizes product and technology developments from all sectors that apply engineering and design competence equally. Meeting this challenge successfully fulfills the high standards of BASF's designers: "We drive innovations forward by using

October 29, 2014  
P384/14e  
Julia Kroker  
Phone +49 2501 14-3233  
[julia.kroker@basf.com](mailto:julia.kroker@basf.com)

Katharina Kagerbauer  
Phone +49 2501 14-3520  
[katharina.kagerbauer@basf.com](mailto:katharina.kagerbauer@basf.com)

BASF Coatings  
Glasuritstraße 1  
48165 Muenster  
[www.basf-coatings.de](http://www.basf-coatings.de)  
Phone +49 2501 14-3160  
+49 2501 14-3399  
+49 2501 14-2040  
Fax +49 2501 14-3750

sophisticated design technologies and closely collaborating with the development labs to create new design ranges," explained Mark Gutjahr, head of Design Europe at BASF's Coatings division.

### **Targeted interaction of color and effect**

The XSpark effect coating is part of the "XColors – designed by BASF" product family. It includes innovative colors that feature remarkable special effects or exceptional color depth while being highly suitable for line production. Why XSpark stands out: The coating contains very fine glass particles that reflect the light. Depending on how the light hits them, a distinctive sparkle is created that makes the finish look exceptionally luxurious and elegant. The product is particularly geared toward manufacturers of premium vehicles and their customers. BASF won the Materialica Design + Technology Award 2011 for the XFine<sup>®</sup> metallic effect coating, which belongs to the same product family.

### **About the Coatings division**

BASF's Coatings division develops, produces and markets innovative automotive coatings, automotive refinishes and industrial coatings as well as decorative paints. We operate sites in Europe, North America and South America as well as Asia Pacific. Within this network, we collaborate closely with our customers all over the world. In 2013, the Coatings division achieved global sales of €2.9 billion. More information about the division is available at [www.basf-coatings.com](http://www.basf-coatings.com).

### **About BASF**

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).