

# News Release

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## **BASF increases prices for pigments, dyes and preparations worldwide**

LUDWIGSHAFEN, GERMANY, January 29, 2018 – Effective today, or as contracts allow, BASF will increase prices for pigments, dyes and preparations by up to 15% percent worldwide. The price increase will affect all market segments, predominantly the coatings, plastics and printing industries. Price adjustments are necessary due to higher raw material prices e.g. for pre-cursors of pigments and dyes, as well as increased costs for regulatory efforts like registration, environmental, health and safety.

### **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 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every county 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 about €58 billion in 2016. 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).