Exterior Special Effect Pigments for Coatings
BASF special effect pigments breathe life into cars, boats, sporting goods and other outdoor products by creating depth, luster, sparkle, multicolor play and other striking visual effects. Compatible with the most demanding of coatings technologies, BASF effect pigments offer an endless array of styling possibilities.
BASF delivers intelligent solutions for the automotive, architectural, industrial and wood industries through a clear commitment to quality, superior technical support, customer focused innovations, and long-term relationships for mutual success.

**Automotive**
BASF supplies high-performance classical pigments as well as effect pigments to the automotive coatings industry for OEM and refinish, and a broad range of cross-linkers such as polyisocyanates and amino resins. Our products are manufactured to narrow specifications to deliver consistent quality. Our technical service team can assist customers with pigmentation suggestions and styling ideas for fashion trend shades.

**Industrial**
BASF’s product line includes a wide range of resins for different requirements and processing methods, in addition to color and effect pigments, pigment dispersions and dyes for the high-quality, cost-efficient coloration of industrial coatings. We offer customized solutions for every application, including matching systems, pigments for coil coatings, and colorants for powder coatings.

**Architectural**
BASF offers a broad portfolio of pigments for architectural finishes and emulsion paints, available as powders or liquid dispersions for water-based and solvent-based systems, and as stir-in pigments for water-based systems.

**Wood**
BASF’s pigments, pigment dispersions, stir-in pigments, dyes and resins help to protect wood and enhance its natural beauty. Our products and processes require little energy in curing and produce extremely low emissions during use.
BASF is the world’s leading chemical company: The Chemical Company. Our portfolio ranges from chemicals, plastics, performance products, agricultural products and fine chemicals to crude oil and natural gas. As a reliable partner to virtually all industries, BASF’s high-value products and intelligent system solutions help our customers to be more successful. BASF develops new technologies and uses them to meet the challenges of the future and open up additional market opportunities. We combine economic success with environmental protection and social responsibility, thus contributing to a better future. BASF supplies a broad portfolio of performance chemicals for coatings, plastics and specialties.
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