Create new levels of visual excitement for your products with BASF special effect pigments for general applications.

BASF special effect pigments breathe life into packaging, teletronics, sporting goods, furniture, automotive interiors and more. Compatible with solvent- and water-based and UV curable coatings, printing inks and plastics, these pigments offer endless styling opportunities to add luster, sparkle, depth, multicolor play and other striking visual effects to a wide range of products.
Creating a difference

BASF’s special effect pigments create visual impact, drive aesthetic trends and improve brand recognition and product differentiation. More than merely reflecting light, these unique pigments actually manipulate light energy to deliver depth, luster, sparkle, multicolor play and other striking visual effects. Compatible with solvent-based, water-based and UV curable coatings-based, powder coatings, printing inks and plastics, these pigments offer limitless styling options in end-use applications such as packaging, teletronics, appliances, furniture, sporting goods and automotive interiors.

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.

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.

Inks
BASF’s effect pigments are used in many printing applications, from screen printing on fabric and sporting equipment to gravure and flexo printing on paper and other substrates. Effect pigments create metallic prints with vibrant luster while remaining free of metallic pigments. These pigments create pearlescent and iridescent effects in white and a full range of colors.

Plastics
BASF’s effect pigments are image enhancing colors prized for their unique optical properties, depth of color play and brilliant luster, which can not be captured by ordinary colorants. All of these pigments are environmentally-safe, non-metallic and non-toxic. Styling with pearlescent pigments has proven to be an attention getting strategy in packaging and many other household and home appliance applications.

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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