

# Beautiful surfaces, tough performance

BASF pigments, resins, additives  
and dispersions for the architectural  
and construction coatings industry



 **BASF**  
The Chemical Company



## Global solutions, world markets, local presence

**Serving the needs of the architectural and construction coatings industry. Wherever you are.**

**BASF is a world leader in actively enhancing production processes and products** within the architectural and construction coatings industry. With customers around the world, six international “Verbund” sites and 380 production sites worldwide, BASF is a truly global player.

The German word “Verbund” is one of the main sources of our competitive advantage. It means “network” or “compound structure” and describes the way that all aspects of our business are integrated to maximize operational efficiency. Our six global Verbund sites interlink group-wide sourcing, manufacturing, energy, logistics and infrastructure to optimize production output, streamline logistics and reduce energy and resource consumption.

The BASF Dispersions & Pigments division is typical of how this approach adds value. By bringing all parts of the production process together – from R&D to logistics and servicing – we are able to offer end-to-end solutions for the architectural and construction coatings industry from a single source. Whether you need pigments, dispersions, resins or additives, we have a complete and integrated product portfolio for you to choose from.



With a history stretching back to 1865, BASF is today the world leader in high-value chemicals, plastics and performance products. In addition to our technical expertise and product range, our specialized and culturally diverse cross-functional teams provide you with innovative solutions while also offering local service and support on the ground.

BASF is committed to reducing environmental impact and increasing safety in all aspects of our operations. In addition, our extensive industry experience means that we can even work with you to help optimize your own production and supply chain processes.

**High-performance added value solutions for architectural and construction coatings that also protect the environment? At BASF, we create chemistry.**

# Where performance meets environment

## Advanced solutions for architectural and construction coatings

The greatest challenge for architectural and construction coatings today is the demand for products that perform as they need to while meeting increasingly demanding environmental standards. BASF offers the widest available range of products from a single source. Our solutions also meet all relevant regulations, without compromising quality or performance.

### Versatility, functionality, durability

Whether new-build or renovation, commercial, industrial or institutional, the demands are the same: maximum visible and invisible impact and durability with minimum impact on the environment. BASF pigments, dispersions, resins and additives support all application methods, creating the surface effects you need while providing outstanding functional performance and resistance to weathering and color degradation.

### Application-specific solutions for roofing applications

For metal or concrete roofing installations, BASF pigments and dispersions are suitable for all final applications, including special formulations for solar heat management. We also provide high-performance organic and inorganic pigments, as well as pigment preparations in solid or liquid form, covering a wide color palette and providing excellent light and weather fastness. In addition, we offer formulation support for regulatory compliance and product safety, including eco labeling.



### High-performance façade coatings

Given their size and visibility, façades place special demands on coating quality, calling for durability, alkaline resistance, color fastness and longevity. At the same time, they need to have the color flexibility to meet legal demands on building appearance. Our solutions for acrylic or silicone-based façade coatings include dispersions, rheology modifiers, defoamers, organic and inorganic pigments and pigment preparations.

### Specialist products for interior finishes

Inside the building, interior wall coatings are subject to hard wear as well as needing to provide consistent coloration, resistance and durability across a variety of substrates, including plaster, concrete, wallpaper and wood. In addition to products for application-specific coatings, we specialize in helping to create interesting tactile effects while increasing overall wear resistance and light fastness.

### Adding the finishing touches

In architectural and construction coatings, the details count. This is why you will appreciate our products for enhancing colors, improving water and scratch resistance, offering various design effects and extending durability. For virtually any finishing product, from flooring to decking and trimming, we can help bring added value to your coating system.

### Solutions for premium exterior wood coatings

BASF's specialized portfolio of acrylic emulsions enables you to formulate sophisticated coatings for joinery and decorative applications. In addition to our formulation expertise, we have combined our knowledge and experience of the Acronal® range and the RC (rheology controlled) technology of our Joncryl® grades to create a unique technology platform – evidence of BASF's uncompromising dedication to innovation and commitment to quality, service and the environment.

# Wherever you look, BASF is making a contribution

Pigments, resins, additives and dispersions for the  
architectural and construction coatings industry

## Roofing applications

Full range of high performance products with excellent fastness to light and weathering for concrete roof tiles and metal roofing. Additional value through energy efficient solutions.

## Façade coatings

Our solutions meet special demands like durability, alkaline resistance, color fastness, longevity, eco-label conformity, legal prerequisites and energy efficiency for metal, plaster, concrete and wooden façades.

#### Exterior wood coatings

Our specialized portfolio allows to formulate sophisticated coatings with resistance, durability, UV protection and design effects for joinery and decorative applications.

#### Flooring

Broad portfolio of raw materials enhancing resistance, durability and differentiation possibilities for a broad variety of flooring types such as PVC, laminate, ceramics, wood or concrete.

#### Interior finishes

Specialized products with high resistance and durability for a variety of substrates, including plaster, concrete, wallpaper and wood. Distinctive optical effects create new and unique design surfaces.

#### Trimming

Corrosion protection, resistance, durability and special effects are key requirements for the coating of wooden, metal and plastic substrates where we can add value through our complete portfolio of pigments, resins and additives.

# The power behind long-lasting coatings

Pigments, resins, additives and dispersions enhance coating performance



**BASF offers the world's largest and most diverse portfolio** of pigments, dispersions, resins and additives for interior and exterior applications. Our range includes products for solvent-based, water-based or universal systems, light stabilizers, dispersants, rheology modifiers and formulation additives, as well as a wide variety of pigments and pigment preparations.

## Colors attract: pigment solutions for a full color spectrum

Our pigments range includes organic, inorganic and effect pigments to support every conceivable type of architectural and construction coating. BASF's organic pigment range is suitable for both interior and exterior applications, while our inorganic range combines high opacity with exceptional durability. We offer powder pigments, liquid preparations such as Luconyl® NG or solid preparations such as Xfast®. These form the basis of most pale-shade exterior coatings and deep-shade interior and exterior coatings. We also offer effect pigments to create unique and individual shades or effects, such as pearlescent, iridescent or metallic finishes.

Another example is our Microlith® range of powder pigment preparations. With their very small particle size distribution they are system-specific, making them ideal for water, solvent and UV formulations for wood coatings and PVC inks. Used in combination with effect pigments, they can create stunning decorative effects and also act as a good replacement for organic dyes in applications where transparency and high light fastness are required.

## Special finishes for increased durability

BASF resins are used to impart special properties to surface coatings, including enhanced wear characteristics and chemical resistance. Our VOC-free high-efficiency Laromer® range features curable resins and monomers for industrial applications, which display a high crosslinking density and excellent scratch resistance. Our Irgacure®, Darocur® and Lucirin® photoinitiators provide the decisive component for energy-curing processes. By curing coatings faster and more economically than traditional methods, energy curing boosts productivity through substantial savings in power, time and labor.

The Joncryl®, Luhydran® and Acronal® product families are water-based resins and dispersions that can be applied either in the factory or on-site, for maximum flexibility. They are easy to handle and have system-specific outstanding water and chemical resistance, good wet adhesion, grain enhancement and class-leading filling properties. BASF's Basonat® products are polyisocyanate hardeners for the most demanding applications and components in 2K PUR systems,





increasing the wear resistance of solvent-based, high-solids and water-based paints. Paints based on COL.9<sup>®</sup> keep façades looking fresher for longer, while BASF's AQAGloss<sup>®</sup> technology offers alkyd-like features with outstanding durability for trimpaints and wood coatings; combining both innovative technology and environmental friendliness.

#### **Improved performance with the right additives**

BASF's Tinuvin<sup>®</sup> DW low-viscosity light stabilizer dispersions are solvent-free and remain stable during storage. They can be incorporated using a simple stir-in technique and offer the most convenient dosing and highest performance light stabilizer chemistries for water-based coatings.

BASF's complete range of formulating additives allows the successful combination of high-performance pigments, resins and dispersions into the best performing formulations. The Dispex<sup>®</sup> range of ionic dispersants enables effective and economic dispersion of inorganic fillers and pigments.

The Rheovis<sup>®</sup> and Viscalex<sup>®</sup> ranges of rheology modifiers effectively change viscosity and modify rheology to the required profile. With the Efka<sup>®</sup> range of high-molecular-weight dispersants, high-performance colorants can be achieved with maximum performance in terms of color yield, rheology and compatibility. The Efka<sup>®</sup> range of defoamers and surface modifiers allows fine-tuning of the coating formulation.

# Today's solutions for a better tomorrow

## BASF innovations help to ensure that we reduce our environmental impact

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**Environmental sustainability has become one of the key issues** facing the architectural and construction coatings industry. BASF is committed to ensuring that we deliver innovative products that conform to the most stringent regulations without compromising either quality or performance.

### Leading the movement for change

BASF has been pioneering environmentally low-impact products and production processes for many years. Our current product portfolios not only meet all existing environmental legislation, but also have sufficient safety margins built in to accommodate future tightening of regulations as well. So you can choose our range of pigments, dispersions, resins and additives with complete confidence.

### Developing increasingly green solutions

As well as creating pigment preparations such as Luconyl® NG and Xfast® that are free from volatile organic compounds (VOC), we also have an extensive pigment portfolio for lead-free formulations. To further reduce the use of VOC, we are actively developing new solutions that will increasingly replace our solvent-based coatings with environmentally friendly technologies such as water-based or energy-curable coatings. As part of this process, we are developing technologies with clean ecotox profiles and extending our search for sustainable and renewable raw materials right throughout the supply chain.

### The benefits of an innovation culture

BASF's latest innovations in the light stabilization of wooden substrates and wood coatings will extend the life cycle of the relevant coatings, further reducing their carbon footprint and delivering more durable coating solutions. In addition, our new generation of high-performance light stabilizers for water-based coatings is narrowing the performance gap that traditionally existed between solvent- and water-based solutions. We are also developing innovative functional pigments and pigment preparations such as Paliogen® Black, Sicopal® Black, Xfast® Black or Luconyl® NG black that make it possible to formulate coatings that significantly reduce the heating effect of sunlight, even for dark colors. This not only provides benefits from an energy saving and comfort perspective. In addition, the lowering of the temperature means that the demands on the material itself are reduced.



