Tough challenges, innovative solutions

BASF pigments, resins and additives for the industrial coatings industry
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BASF is a world leader in actively enhancing production processes and products within the industrial 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 industrial coatings industry from a single source. Whether you need pigments, resins or additives, we have a complete and integrated product portfolio for you to choose from.

Global solutions, world markets, local presence
Serving the needs of the industrial coatings industry, wherever you are.
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 functional solutions that improve production processes while protecting the environment? At BASF, we create chemistry.**
Tough, flexible and beautiful
BASF products add functional and aesthetic value to industrial coatings

The industrial coatings industry is one of the most diverse that BASF serves. From heavy moving equipment for construction, mining or agriculture to industrial metals, concrete, computer and consumer goods, our pigments, resins and additives add value throughout the production chain.

A comprehensive product range from a single source
We supply innovative high-performance organic, inorganic and effect pigments for use right across the industrial coatings industry. Supporting a full color space and with a range of lead-free products at all performance levels, our pigment portfolio integrates seamlessly with our resin and additive product ranges. We also have the technological know-how and R&D facilities to develop custom formulations for specialist applications such as solar heat management or innovative visual effects.

Tough protection for demanding applications
As new trends develop and legislation continues to tighten, BASF resins provide sustainable solutions for the changing needs of the industry, today and tomorrow. We have extensive technical and application expertise to help you formulate the ideal coating for your needs. Our resins are widely used in heavy-duty industrial coatings, where they provide tough protection for everything from bulk container ships to luxury yachts, as well as aesthetic effects. In addition to a wide range of traditional solvent-based resins, we also produce a growing number of eco-friendly water-based alternatives.
Additives that create the perfect impression

BASF formulation additives are used to optimize final paint and lacquer coatings and ensure perfect finishes where appearance is crucial, particularly in high-end applications. Along with a wide variety of raw materials, we can supply tailor-made solutions to high specification and purity levels for specific applications. Typical examples are our advanced slip and leveling agents, used to achieve maximum performance and economic value from pigments, and break-through innovations such as our dispersing agents based on Controlled Free Radical Polymerization (CFRP) technology.
Wherever you look, BASF is making a contribution

Pigments, resins and additives for the industrial coatings industry

Aesthetic appeal with specialty effect pigments

Creating a corporate image with high-performance pigments and sustainable anti-corrosion resins (e.g., Acronal® PRO)

Style and opportunities for individualism with effect pigments and UV resins
Providing sustainable solutions with functional pigments, resins and additives

Long-life coatings with inorganic pigments, high-performance PU coatings (e.g., Joncryl® polyols and Basonat®) and additives (e.g., Tinuvin®, Efka®)

Visibility and performance with high-performance pigments, anticorrosion and anti-fouling resins (e.g., Laroflex®, Lutonal®)

Bringing added value with effect pigments

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Versatile and value-adding

BASF resins, additives and pigments enhance coating performance and improve processes.

BASF resins, additives and pigments can be used in all areas of the industrial coatings industry to achieve a wide variety of different performance characteristics. Our product portfolio includes special resins and formulation additives for innovative applications as well as a full range of organic, inorganic and effects pigments.

Special finishes for increased durability

BASF resins are used to give special properties to surface coatings, including enhanced wear characteristics and chemical and weathering resistance. Our VOC-free high-efficiency Laromer® range features UV-curable monomers and oligomers for industrial applications, displaying a high cross-linking density and therefore excellent scratch resistance and high-gloss finishes.

The Acronal® L + F and Lutonal® product families are solvent-based resins used as plasticizers and adhesion promoters. In addition, Lutonal® is used in marine applications as an antifouling agent. The water-based Luhydran®, Acronal® and Joncryl® ranges of dispersions can be used on substrates such as plastics and metal to give either good adhesion and gloss on plastics substrates or good anticorrosion properties for industrial maintenance coatings (metal). Our Joncryl® OH functional acrylic polyols (solvent-based) and OH-functional acrylic dispersions (water-based) can be used with either Basonat® hardeners for 2K PUR or with Luwipal®/Plastopal® crosslinkers for 1K baking finishes. These tailor-made combinations increase the performance of conventional solvent-based, high-solids and water-based coatings.
Long-lasting industrial coatings with high corrosion resistance

Used in combination with high-performance pigments, BASF Laropal® products provide lightfast and compatible pigment pastes for a wide range of industrial finishes. Laroflex® MP binders show excellent corrosion protection for heavy-duty industrial coatings and outstanding resistance to chemical degradation, fading and weathering. In addition, Laroflex® MP 15 has a low VOC content.

BASF’s range of formulation additives includes defoamers, slip and leveling agents, dispersing agents, rheology modifiers and light stabilizers. In addition to the functional and performance qualities they provide they also play a significant role in improving manufacturing processes by reducing production time and maximizing the performance of our pigments and resins.

Reduced production time and improved materials handling

BASF’s dispersants optimize pigment performance by enhancing wetting and rheology, increasing color strength and improving compatibility to create high-gloss effects. Our defoamers destroy foam and ensure correct filling levels during manufacture, accelerating production and reducing costs. Slip and leveling agents increase substrate wetting, improve adhesion and eliminate cratering, brush marks or sissing to leave a smooth, flawless surface. They also enhance a coating’s tactile feel and resist dirt pick-up.

Rheology modifiers help to control sag and layer thickness and increase surface stability in all application techniques, including spraying, brushing and rolling. Industrial coatings used in outdoor applications often need protection from weathering and other natural degrading effects. BASF’s light stabilizers improve the light fastness, resin stability and weathering performance of nearly all types of high-quality industrial coatings, including water-based, solvent-based and UV.
Innovative finishes, lasting effects

Next-generation advanced industrial coating solutions from BASF

From solar heat management to eco-friendly lead replacement technologies, BASF pigments help you meet your functional and environmental aims without compromising technical performance. They can also be used to create a variety of eye-catching aesthetic effects.

Paint it cool:
solar heat management for industrial coatings

All dark surfaces heat up strongly when exposed to sunlight, while light surfaces remain appreciably cooler. This is because dark surfaces absorb incident sunlight and convert it into heat, while light surfaces reflect more of the incoming energy. This may seem like a basic law of physics, but BASF’s innovative pigments allow to formulate surface coatings that significantly reduce the heating effect of sunlight, despite their dark color.

Unique high-performance black pigments

Paliogen® and Sicopal® functional black pigments reduce temperature build-up and achieve higher TSR (total solar reflectance) values. This results in less heat transfer to the interior of a vehicle or building, while protecting the coated substrates and the coating system itself. By reducing the so-called “urban heat island effect”, these innovative pigments also reduce the need for cooling, contributing significantly to sustainability.

The future looks bright for lead replacement

In response to the ongoing regulatory drive for the substitution of lead-containing pigments, BASF has created a broad range of organic and inorganic pigments for all performance levels. We have even succeeded in achieving color matches with traditional lead-based shades while maintaining their color fastness and opacity qualities. Our T-Shade™ products offer outstanding color reproducibility of paint batches and are suitable for all coating applications. As well as a wide variety of easy-to-disperse shades, we offer a fully customized solution to match your precise requirements. We constantly analyze new trends, translating them into colors for industrial applications. In addition to our extensive colored pigment ranges, we offer a portfolio of effect pigments to give you maximum flexibility in creating industrial coatings that are both unique and hard-wearing.

Acronal® PRO range

Water-based anticorrosion resins are gaining momentum at the expense of established solvent-based systems, due to both stricter environmental legislation and the growing awareness of sustainability within the industry. BASF aims to take the lead in these developments through an extensive R&D program that will drive conversion towards sustainable alternatives to even the very best of the current solvent-based resins. Acronal® PRO 80 is the latest innovative BASF product in the area of anticorrosion resins. Not only it is APEO- and zinc-free, but it is even possible to formulate low- or even zero-VOC coatings with excellent barrier and inhibition properties, good adhesion and early rain resistance. This innovative new product has already been tested by customers as an outstanding alternative to established solvent-based 1K systems, showing that Acronal® PRO 80 is bringing water-based products another step closer to effectively fighting corrosion.

Tinuvin® DW

The Tinuvin® DW range of light stabilizers was designed to meet the paint industry’s need for additives to allow the formulation of water-based low-VOC or VOC-free paints. This range is based on Novel Encapsulated Additive Technology (NEAT), allowing hydrophobic additives to be easily and homogeneously dispersed in water-based paints. Tinuvin® DW products are supplied as solvent-free, low-viscous dispersions with a clean tox/eco-tox ‘Green Technology’ profile and offer the most convenient dosing and highest-performance light stabilizer chemistries for water-based applications.
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