

Lumina[®] Royal: Brilliant blue for plastics and paints

Blue stands for desire. Blue skies and blue water invoke associations with happiness, tranquillity and harmony. Artists and creative minds have been fascinated by the colour blue for centuries – from the blue flower by the Romantics to the “Blaue Reiter” (Blue Rider) by the Expressionists. Therefore it does not come as a surprise that blue is also very popular as a product colour for plastics or paints. In fact, blue is a widely used colour for all types of objects which can either be calming or entice dreaming.

“Aqua” and “Blue” cover the blue colour range

However, it is not so easy for product manufacturers to implement a bold, intense blue, particularly when different effect pigments are to be used. With Lumina[®] Royal, BTC incorporated a new intense and saturating product range from BASF in its portfolio. Two products cover the blue colour space: “Aqua” is a green-shade blue effect pigment; “Blue” is a light red-shade blue effect pigment.



The highest chroma pigments on the market

“Generally, chroma is lost when two pigments are mixed. However, a particularly brilliant pigment can significantly reduce this effect, so that the result is a very intense colour,” says Klaus Nees-Brand, Senior Technical Expert for Effect Pigments and Business Development BTC Europe. Lumina[®] Royal displays the highest chroma currently available on the market. “Customers confirm this to us time and again,” says Nees-Brand. Another benefit of Lumina[®] Royal is that both shades of blue can be further combined so that customers receive their own, special blue with full colour intensity. This is crucial especially for products that intentionally want to stand out and remain in customers' memory.

Elegant sheen for cosmetics, sport items and electronic housings

The Lumina[®] Royal range of colours is suitable for eye-catching sport and leisure items such as skateboards and snowboards, for example, as well as ski boots and children's toys. It also gives an elegant sheen to high-quality cosmetics packaging and electronics housings – from household appliances to coffee machines. Along with Aqua and Blue, Lumina[®] Royal is also available in Magenta and Indigo, covering the red colour spectrum, and Copper, which offers an opaque, copper-coloured tone.

Additional information

The BASF Lumina® Royal product range is available from BTC in the following colours:

- Magenta: Red effect pigment
- Indigo: Blue-shade violet effect pigment
- Aqua: Green-shade blue effect pigment
- Blue: Light red-shade blue effect pigment
- Copper: Copper-coloured effect pigment

Our Expert:

Klaus Nees-Brand has worked with effect pigments for BTC across Europe as a Senior Technical Expert since 2005. A plastics engineer with an additional Master of Business Management qualification, he previously worked in the PVC segment for around 20 years. The aspect of working with effect pigments that he finds most appealing is the fascinating question of how just subtle changes in colours can generate an entirely different mood. As the expert knows, colours are incredibly versatile – the way they look can change depending on the viewing angle, effect or light. “When a business customer wants to get involved in these questions, discussing these details extensively together and experimenting can be a lot of fun,” says Nees-Brand. After all, he says, colour is emotion.

Further information about Lumina® Royal and the multiple possibilities of the effect pigments, as well as the possibility to contact your local BTC contact partner, you find in the [Solution Finder](#).

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