Impressive façades
Robust and beautiful coatings
Waiting for green
Automotive color trends

Glasurit Classic Car Colors
Color solutions for vintage cars
lines love curves

Coatings give a car more than just long-lasting protection. Brilliant gloss and innovative colors transform contours into dynamics and design into emotion. Lines and curves are united and edges and contours are brought to life. When color and shape come together, and paint evokes passion, it’s because at BASF, we create chemistry. www.basf-coatings.com
Dear readers,

“We create chemistry for a sustainable future”: BASF’s new corporate strategy lends sustainability an important priority. Chemistry is assuming a key role in connecting economic, ecological and social progress. It contributes in many ways to developing an appropriate livelihood for a rapidly growing global population.

For coatings and paints too, sustainability is the topic of the future. That applies to our company as well as to our customers. Our teams are working hard to make our coatings even more high performance and more environmentally friendly. This applies to their production, their processing and to the many years of their use.

Coatings Partner reports on all these aspects. Our e-coating technology is just one example of sustainability brought about by innovation. The CathoGuard® 800 and 900 generation coatings are free of heavy metals and have a low solvent content. They are also ideal for the shorter, integrated application processes, thus allowing for more eco-efficient car production.

Innovation is the key to more sustainability and market success. The newly created New Business Development unit is dedicated to developing product ideas and opening up new markets. The impetus for innovation always includes the desire for sustainable solutions, whether in the construction sector or in the automotive industry.

BASF has set its course. Our solid competence, many years of experience and our clear strategy are a good starting point for us to realize economically successful and ecologically groundbreaking solutions for our customers and the consumer.

Best regards,

Markus Kamieth
Short Cuts

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Daimler Supplier Award 2011

BASF was recognized for quality, costs, delivery reliability and innovation.

BASF has won the Daimler Supplier Award 2011 in the category “Trucks and Buses, Exterior.” The company was one of 13 suppliers to receive the award. Once a year, the award is conferred to recognize excellent performance with respect to quality, cost, delivery reliability and innovation. Dr. Alexander Haunschild, head of Automotive OEM Coatings Europe, accepted the award for BASF. “It is a great honor for us, as a global supplier, to receive this award. It emphasizes the close cooperation of the two companies and, at the same time, recognizes the outstanding commitment of our teams worldwide.” Dr. Holger Steindorf, Procurement Daimler Trucks and Buses, praised BASF’s performance in his speech: “In times in which we have to respond flexibly to fluctuations in demand and move on all continents simultaneously, it is crucial for us to have reliable partners like BASF.”

Paint application center opened in Mexico

BASF is strengthening its position in Mexico’s growing automotive market with local technical customer services.

BASF recently opened a new application center for automotive OEM coatings and an expanded development lab at its Tultitlán production site. It aims to better support the automotive industry in North America and to develop sustainable and customized coating technologies. The employees at the new facility will support activities including technical service for basecoats, pigments and dispersions as well as the introduction of new colors. Juan Carlos Ordoñez, Senior Vice President of Coatings for North America, emphasized, “With the application center, we are improving our ability to properly serve our customers in the growing

BASF honored in Russia

GM-AvtoVAZ presents BASF with Supplier Award 2011 for long-term partnership.

Automotive manufacturer GM-AvtoVAZ distinguished BASF as a long-standing and reliable partner company that significantly contributes to ongoing product improvement. “We are very pleased to receive the award,” said Ilya Agapov, BASF Coatings Regional Account Manager, “because GM-AvtoVAZ is a particularly significant customer for us in the growth market of Russia. The award is an important symbol of our partnership.” The carmaker GM-AvtoVAZ was established as a Russian joint stock company in 2001. The company produces the Chevrolet NIVA at its Togliatti plant. BASF supplies all the paint materials used at the plant and produces part of it at the BASF site in Pavlovskij Posad.

BASF’s Tultitlán site: From here, BASF will supply automotive customers throughout North America.

Wide Awake: The title of BASF’s trend book describing automotive color trends
Short Cuts

Coatings

Partner 2012 7

automotive industry in Mexico. The new facilities will also strengthen our international technical network and boost our capability to support the business of our customers in North America.” With an investment of US $10 million, the new facilities will offer best-in-class services for Mexico’s dynamic automotive industry. The investment includes various paint labs, spraybooths with electrostatic and manual functions and a dispersions laboratory. “Tultitlán is a key production site for coatings in North America, and the new application center and labs will further strengthen this position,” noted Frank Hezel, Vice President, Business Management for Coatings Solutions in Mexico.

General Motors honors BASF

The two companies jointly develop products and solutions for a sustainable future.

BASF has received General Motors’s Supplier of the Year Award for the eighth time since 2001. The prize recognizes excellent achievements in the areas of quality, technology, price and service. Dr. Hans-Ulrich Engel, Chief Financial Officer at BASF SE and Chief Executive Officer at BASF Corporation, accepted the award in Detroit, Michigan, on behalf of the Coatings Division. “As the world’s leading chemical company, we combine our strengths to make our customers more successful, and we are honored to have once again earned this recognition from General Motors,” said Engel. “Working together with forward-looking, visionary customers like GM, BASF will continue to develop products and solutions to create the chemistry for a sustainable future.” Bob Socia, Vice President and head of Global Purchasing and Supply Chain at General Motors, added, “The partnership and BASF’s commitment to consistently perform beyond expectations played an important role in GM’s success in 2011. In 2012, we will continue to improve supplier relations to achieve a world-class supply chain focused on quality, capacity management and total cost.”

Excellent design recognized

BASF’s Global Trend Book has received the prestigious red dot design award.

How do you depict colors that create momentum worldwide? This is the challenge involved with creating BASF’s annual Global Trend Book, which targets the designers of the automotive manufacturers. The trend book presents the automotive colors of the future for Europe, Asia Pacific and North America and explains the background of the trends. The outstanding success of the trend book has now been recognized with an exceptional award. The 2012 edition of the Global Trend Book titled “Wide Awake,” designed by the design agency ARE WE DESIGNER, received the red dot award, one of the world’s largest and most prestigious design distinctions, in the communication design category. Fifteen jury members, all of them internationally renowned design experts, assessed each one of the 6,823 submissions in a process lasting several days.
First supplier of waterborne basecoats

BASF Shanghai Coatings receives Supplier Award from Zhengzhou Nissan in China.

BASF has been honored by Zhengzhou Nissan Auto Co., Ltd., for its excellent performance in supplying eco-friendly coatings with advanced technology. BASF is the only coatings supplier this year to have won the Excellent R&D Supplier award from Zhengzhou Nissan for its excellent technical capability and innovative spirit. In 2010, BASF became Zhengzhou Nissan’s first supplier of waterborne basecoats. This advanced coatings technology convinced Zhengzhou Nissan because it is based on innovation, high efficiency and environmental friendliness.

Clean energy in China

Wind energy is booming – BASF coatings protect plants and rotor blades.

The production of wind energy is a global trend. At the Offshore Wind China 2012 trade fair in Shanghai, BASF presented its comprehensive portfolio for offshore wind energy. “Part of this are innovative solutions for rotor blades, bases, towers, gearboxes and cables, that we showcased together in Asia for the first time,” said Dr. Achim Gast, head of Post Coatings/Industrial Coatings Solutions. The high-performance products increase product efficiency and durability of wind energy equipment. “We are glad to support the development of wind power in China as a climate-friendly source of energy with our broad portfolio and know-how. BASF is committed to helping our customers to meet the challenges in the wind energy industry,” said Dr. Daqing Zheng, Senior Vice President and member of BASF Greater China Country Board. BASF is working closely with the wind energy industry in China and offers technical support to tailor the solutions to the needs of customers. Additionally, BASF has its epoxy system and coatings labs in Shanghai. In 2010, China topped the list of installed capacity of wind turbines, accounting for over 50 percent of the total global capacity. Preliminary evaluation shows that the 18,000-kilometer continental coastline and three million square kilometers of utilizable sea area in China provide at least 200 million kilowatts wind energy potential.

Lacki Kids

BASF builds kindergarten.

With the groundbreaking ceremony for its day care center at the Münder site in May, BASF has set a milestone on the road to better compatibility of career and family. Starting in 2013, the facility will initially offer slots for 20 of the staff’s children under the age of three. Later, capacity will be extended to up to 40 children as needed. “We aim to provide high-quality and flexible child care. This will allow parents to better combine their career and family demands,” said Eva Müller, Managing Director of BASF Coatings.

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20 years of Glasurit 90 Line
Global success of environmentally friendly basecoat system

It’s the anniversary for a revolutionary technology: in 1992, the waterborne Glasurit® 90 Line paint system was launched. Twenty years later, thanks to ongoing development, it is the preferred waterborne basecoat system by most of the bodyshops worldwide. Glasurit 90 Line, BASF’s paint brand, made automotive refinishing future-ready and environmentally friendly. “Thanks to the low solvent content, with 90 Line, bodyshops have no problems complying with the current VOC regulations,” said Dr. Thomas Krüger, head of Technology Management for Automotive Refinish Coatings at BASF. Additionally, 90 Line stands out for its excellent color accuracy which is due to the perfect interplay between basecoat system and color system. The integrated Color Profi System makes it possible to reproduce more than 164,000 colors, simply, quickly and reliably.

R-M ONYX HD in Egypt
Eco-friendly waterborne basecoats are winning over bodyshops.

R-M®, BASF’s premium brand for automotive refinish products, has introduced the ONYX HD waterborne technology in Egypt. With R-M’s first eco-friendly waterborne basecoat on the Egyptian market, the paint expert is helping customers work in a more efficient and environmentally-friendly manner and, at the same time, improve professional standards. The Egyptian market for automotive refinish products is advancing further, and R-M is pioneering the changeover to environmentally friendly alternatives. They contribute to ensuring a successful future for the bodyshops in the long term. With the system, R-M is addressing the higher expectations on the part of carmakers and Egyptian end customers for professional services and repairs. Nissan Modern Motors is the first customer service network with bodyshops in Egypt to use the ONYX HD waterborne technology on a pilot basis.

News about coil coatings
New brochure with information on aluminum and steel band coating.

Coil coatings protect and decorate all kinds of everyday items. They are used to coat aluminum and steel bands which are then coiled up before being processed further. The new brochure “Coil Coatings – Solutions made by BASF” particularly focuses on the various options for coating coils. For instance, the brochure describes a new, shorter workflow in which pretreatment and priming with a waterborne pretreatment primer from BASF is carried out in a single step. The brochure also demonstrates the wide range of applications for coil-coated panels. For example, they are used for the production of refrigerators and building façades. The brochure can be downloaded at www.basf-coatings.com.
We don’t really have an everyday routine,” said Jörg Lenz, head of BASF Coatings’ New Business Development unit. Lenz and his nine colleagues are full-time idea and market sleuths. They have an unquenchable thirst for knowledge and are open to new ideas. On top of that they possess in-depth coatings expertise. In scouting teams, which comprise colleagues with a business background, field technical service representatives and lab technicians, they are hot on the trail of promising new products and markets. What kind of added value does a product have for the customer? How close are we to product implementation? Is the product attractive for the market? These are questions the idea scouts are constantly pursuing.

The team has been in action for a year, focusing particularly on the development of products and technologies for new markets and industries. Other tasks include opening up new market segments for the existing product portfolio and expanding products geographically into new markets, in line with BASF’s “We create chemistry” strategy. “In order to be more successful in the market, innovations are essential. And for these innovations, we want to invest in teams and our structures,” explained Dr. Markus Kamieth, President of BASF Group’s Coatings Division.

Thinking outside the box

“The fascinating thing about our work is that when it comes to our ideas for new products, we have absolutely free rein. Of course, they do have to be related to coatings in some way,” Lenz said. “We are often confronted with completely new topics we don’t have any experience with at all. In this case, our job is to develop new application possibilities that transcend traditional solutions.”

A new approach often begins with an interesting request, with keywords or with suggestions on the part of a customer. “We are often asked what our coatings can do and whether we produce coatings for certain areas of application. If we don’t have this type of product in our portfolio yet, a new idea is born,” Lenz added. Other sources of inspiration include trade shows, exhibitions, conferences and a strong network of internal BASF contacts, along with external partners such as institutes or universities. Lenz describes the development of ideas as a “cascade whose trigger frequently stems from an external source and then gradually takes on additional impetus until a coherent product concept evolves. From the initial idea to a product launch, several years can go by quickly.”

Future functions of coatings

“In the future, coatings will no longer succeed in the market based just on their pro-
tective and decorative properties, but also based on their specific functionalities, like surfaces that reduce current resistance or prevent frost from forming,” explained Dr. Jan-Bernd Kues, head of the New Business Development lab. “In addition, they have to be optimally applicable to a wide number of substrates, and new materials such as composites or plastics are playing an increasingly important role.”

In order to test products, technologies and substrates, the New Business Development team members perform research and development in the lab themselves. “Scratch-resistant finishes for suitcases, thermomudcile topcoats, functional foil coatings or finishes that protect metalized surfaces for door and window hardware are just a few examples of projects we are working on at the moment,” Kues explained. Last year already, the idea scouts launched several promising projects. As a result, the team was expanded from five to ten employees in a very short time. However, these days many development projects in young industries are no longer undertaken in Germany or Europe alone. “For coating topics related to all aspects of renewable energies, we have established our position in Europe quite well. But when it comes to the computer or the electronics industry, Asia and the United States are where most activities take place,” Lenz explained. In order to keep up with the pulse of time in these regions as well, the New Business Development unit will also set up external branches there soon. The New Business Development mission at BASF Coatings will see to it that the company is fit for the future.
Innovative Technology on silicon will add to the core competencies BASF has already set up at the Mangalore site. Over the past years, BASF has put in place different types of state-of-the-art equipment, offering both manufacturing and technical services. The new facility will provide lab services such as product development, analytical testing, certification and new pigment qualification.

“The establishment of the new technical support lab is an important step to further strengthen the international technical network in BASF’s coatings business. As the demand for innovative solutions grows, we are convinced that innovation competence combined with world-class service will be the key enabler in the Indian market to support our customers even better,” remarked Peter Fischer, Senior Vice President, Coatings Solutions Asia Pacific, BASF.

“India will continue to be a thriving market for automotive coatings. BASF’s operations have the quality and potential for sustainable growth: a qualified and committed team, state-of-the-art operations, a favorable cost structure and strong customer focus within an overall favorable business environment,” said Prasad Chandran, Chairman, BASF Companies in India & head of South Asia. “This technical support lab will benefit our customers significantly and naturally be important for BASF to accomplish its own business objectives globally. The team in India is well prepared to take on the additional responsibilities and assume the role of an international technical competence center.”

The Mangalore site is BASF’s largest manufacturing site in India and in South Asia. Operational since 1996, it is currently engaged in the production of performance chemicals, dispersions and paper chemicals, automotive coatings, coil coatings and construction chemicals. The site is equipped with modern facilities and is certified with ISO 9001, Quality management system, and ISO 14001, Environmental management system, by an international certifying authority.
Strong growth and momentum

BASF is building a new Technical Competence Center for coatings in Thailand to support the dynamically growing motorcycle market throughout the ASEAN region.

The official groundbreaking ceremony at BASF’s Bangpoo site near Bangkok took place in April. The new technical competence center will feature a 15-strong technical service team and will start operations in the first quarter of 2013.

Today, over 90 percent of the world’s motorcycles are manufactured in Asia Pacific. ASEAN has shown strong growth and momentum: the motorcycle market in this region has grown at double digit rates in the last three years and is predicted to increase by 10 percent in 2012 over the previous year. All big international motorcycle manufacturers are increasingly using ASEAN locations for their manufacturing activities. Thailand, Vietnam and Indonesia are by far the top three national markets with the highest demand for motorcycle coatings.

For more than 10 years, BASF has been active in Thailand’s motorcycle coatings industry. The company is already the number one coatings supplier in Thailand, and its business in Vietnam and Indonesia is growing vigorously. A full-fledged technical competence center will further strengthen the company’s position with advanced technologies, high-quality coatings solutions and comprehensive services. This will include motorcycle color design and color trends research as well as world-class customer service to suit their individual marketing needs.

“The timing for setting up the ASEAN Technical Competence Center is excellent, since our customers are stepping up their investments in production and are transferring motorcycle production from Japan to ASEAN,” remarked Peter Fischer, Senior Vice President, Coatings Solutions Asia Pacific. “The collaboration between our teams in Japan and ASEAN will allow us to support our customers faster and better.” Current BASF customers include leading motorcycle manufacturers such as Honda, Kawasaki, Suzuki, Yamaha as well as Triumph and Piaggio.
Impressive façades

When you use steel for construction, you expect robustness and design potential. However, it takes more than the steel itself to achieve these qualities – you need coatings. With BASF’s broad portfolio of industrial coatings it is possible to meet the requirements of even exotic planning projects.
In the center of Lyon, France, at the convergence of the Rhône and Saône Rivers, starting in 2014, a new landmark will herald the creative potential of modern glass and steel architecture: the Musée des Confluences, designed by the Vienna-based international architectural firm COOP HIMMELB(l)AU. In the future, museum visitors will be able to engage with issues associated with the future of humanity and our planet and stroll through the present and future of technology, biology and ethics. This ambitious vision is also reflected by the new building’s architecture, which connects two structures that couldn’t be less alike. The “crystal”, an expansive, angular steel façade construction, will rise up to face the city, its clear, unambiguous shapes bidding the visitors welcome. The interior of the structure will represent the world in which we interact on a daily basis. Adjacent to the crystal, toward the river, will be the “cloud”, a basket-like, arch-shaped structure consisting of metal trusses and glass. It hosts the exhibition hall that will display the potential of our future.

After the museum opens in 2014, thousands of steel panels will prominently sparkle in the sun, reflecting light and colors of the surroundings and lending elegance to the elongated, angular body of the crystal. A special metallic effect is responsible for achieving the architects’ vision. “Our test panels did a good job of simulating the color. As a result, we edged out our competitors among the coatings suppliers,” said Michael Hauptstock, head of sales for General Industry Powder, clearly pleased. In addition, the BASF experts applied the metallic effect not only to the powder coating, but also to the liquid coating needed for the heavy steel façade panels of the crystal. They managed to create an effect that was so identical that no differences can be detected, thus ensuring a homogeneous appearance of the structure. “We benefited from the fact that BASF offers one-stop solutions: powder and liquid coating know-how, as well as knowledge about the impacts of various application methods such as rolling for the liquid coating or spraygun application for the powder coating,” Hauptstock said. By 2014, around two metric tons of powder coating and ten metric tons of liquid coating are expected to be applied at the Musée des Confluences. Then, the façade will not only attract attention because of its metallic paint effects, but it will also be effectively protected from weathering impacts, UV radiation and pollution.

Subsequent coating of façade elements is especially well suited for unusual architecture like that used for the Musée des Confluences. For most buildings with façades or roofs made of steel or aluminum, however, coil-coated panels are used. The corresponding coil coatings have been one of BASF’s specialties for decades, with the company offering an entire portfolio of suitable coatings. Depending on the particular requirements, whether UV resistance, flexibility or scratch resistance, BASF works with the customer to decide which coating to use with which technology. The top products are COILTEC® brand chromate-free primers, a segment in which BASF is setting...
Innovative Industrial Coatings

Coatings Partner 2012

the standards as the market leader. For various requirements with regard to weather resistance and UV resistance, BASF offers PLASTICERAM® plastisol-based topcoats or POLYCERA M® paints based on polyester or polyurethane technology. The results are backed up by salt spray tests for corrosion protection or forced UV radiation in an environmental chamber. “Coil coating offers a whole raft of benefits. Compared to unit coating, coil coating is performed in a continuous process. And when it is applied to large areas, for instance, for large industrial buildings, coil coating clearly outperforms other methods,” said Klaus Dartmann, Coil Coatings Marketing in Europe at BASF. “The use of a coil coating line, which can be over 100 meters long, permits efficient coating and, thanks to the properties of our coatings, ensures constant quality with a flawless and even surface.” As a result, BASF’s coil coatings customers include many of the world’s leading steel and aluminum manufacturers.

Pigments absorbing heat

Against the backdrop of energy-efficient and sustainable construction, conventional product portfolios are increasingly featuring special applications. For instance, targeted pigment additives ensure that coil coatings contribute to heat absorption or reflection of sunlight, depending on the requirements of the particular building’s energy concept. Absorption was the order of the day in the case of international steel manufacturer Tata Steel’s Sustainable Building Envelope Centre in Shotton, North Wales, which was recently remodelled. The result is a building built to BREEAM® excellent rating. BREEAM is the world’s leading sustainability certification scale. BASF used numerous innovative technologies to contribute to this result (see box), including the heat-absorbing POLYCERA M® U coil coating. This product is used to coat perforated façade panels hung on the front of the building in order to heat them as powerfully as possible in the direct sunlight. They then release this heat to the air, which – drawn in by a ventilation system – flows through the holes into the cavity located behind them, where it is used to obtain thermal heat. The results are impressive. One square meter of perforated façade can produce 250 kWh of thermal energy per year. Tata Steel calculated in advance that, thanks to its efficiency, this heating solution can be amortized in 3 to 10 years. This makes it one of the environmental technologies with the lowest investment expenditures.

*Sustainable Building Envelope Centre

Tata Steel realizes energy-efficient building

When Tata Steel regenerated one of its old buildings at its North Wales Building Envelope headquarters in Shotton, it made sure to use as many sustainable products and technologies as possible. Playing a key role in the project was BASF, which provides the construction industry throughout the world with products and systems for sustainable construction. The following materials were used for the Tata Steel building:
- MICRONAL® PCM phase-changing material as an aggregate in the concrete. The microscopic plastic capsules contain a wax core. The wax melts when it becomes too warm in a room, thereby absorbing heat. If the temperature drops, the wax solidifies, releasing the heat again;
- the aggregate GLENIUM® 51, which makes the concrete more liquid, therefore requiring less water for mixing cement;
- the sealing tape PCI PECITAPE® WS, which reliably seals joints and gaps, considerably improving the air tightness of the building;
- the POLYCERA M® U heat-absorbing coil coating system on the cladding, which boosts the absorption of thermal energy for heating.

Tata Steel and BASF worked together to develop a new building that is both energy-efficient and sustainable. The use of innovative materials and coatings contributed to the building’s excellent BREEAM rating. The perforated façade panels not only enhance the building’s thermal performance but also add an aesthetic element to the exterior design.
Reflecting steel façades: Façade panels precoated with BASF coil coatings are used to design office and industrial buildings like the voestalpine Steel Innovation Center in Linz, Austria, depicted above.

INTERVIEW

“An integral component of the organization”

Sustainability is a real buzzword these days. At BASF, however, sustainability is more than just a passing fancy. BASF manager Jacques Delmoitiez, responsible for the region of Europe, explains why this is so. One of his jobs involves promoting the dialog between players in the construction industry and BASF.

Let’s cut to the chase: What does sustainability mean for BASF?

For us, it means combining economic success with environmental protection and social responsibility in the long term. We anticipate that in 2050, some nine billion people will be living on the earth. If we fail to change the way we live and manufacture products, in the future, we will need the resources of nearly three earths instead of one in order to provide for the people living here. For this reason, sustainability has been an integral component of BASF’s organization for many years, which is ensured, for instance, by our sustainability council chaired by a Member of the Board.

Looking at the construction and housing sector, exactly what solutions can BASF offer here?

Our raw materials, system solutions and end products can boost the energy efficiency of buildings. This can occur by means of insulation materials, infrared-reflecting pigments in special coatings or phase-change materials, which are part of a building’s smart temperature management system. Our solutions also contribute to the longevity of a building, whether it’s with our extremely resistant paints or through additives that lend the concrete a special robustness.

Are these products enough to promote sustainable construction techniques on a long-term basis?

At least we consider it to be an important contribution that, as the world’s leading chemical company, we offer solutions that support sustainable construction. In addition to the ongoing refinement of our portfolio, we are also actively involved in green building organizations throughout the world, including the German Sustainable Building Council.
BASF launched a new application center for industrial coatings at its Coatings site in Oldenburg, Germany. The company invested a million euros into the construction of the application center which was officially opened at a customer event in mid-March.

The new center, which includes a spraybooth for large objects, several work rooms and a training and presentation room, will be used for applications in the wind energy sector as well as for marine and aircraft coatings and a whole array of applications in diverse industrial segments.

“We are increasingly gearing our business in coatings for wind energy to a global market. At the new application center, we are able to simulate the various painting conditions of our customers worldwide and optimize our products accordingly,” explained Dr. Achim Gast, head of Post-Coatings at BASF. A wide range of climate conditions can be simulated.

As a result of the application tests in Oldenburg, application technologies and processes are already being ideally adapted during development in order to allow smooth and efficient use at the customer’s premises. These in-depth tests carried out in advance save money and time for both the Coatings Division and its customers. “We also shorten the coordination process when there are product modifications,” stated Lübbo Röttgers, coordinator of the application center. “This allows us to continuously improve our product quality.”
**Interview**

**Climate similar to that in Brazil**

The new BASF application center is not only strengthening the Oldenburg site, but is also supporting BASF’s expanded international business with industrial coatings. Trained sprayerpainter and chemical engineer Lübbro Röttgers (42) is head of Technical Service for General Industry Liquid and in charge of coordinating the work at the new application center. In the below interview, he explains the center’s benefits.

**What can be achieved at the new application center?**

At our application center, we can train sprayerpainters in theory and practice and, together with our customers, we can simulate application processes using large components or components they have manufactured themselves. This allows us to more easily optimize processes for our customers and convey our know-how. In line with this, for instance, the first customer training courses for the RELEST® Wind RepKit will be starting shortly. Preparations for the courses are in full swing. In addition, we use the facility to test and improve our products ourselves.

**Can you give us an example? What are you working on at the moment?**

Right now, we are testing coating systems for yachts. Here, the main focus is on perfect flow and gloss. In contrast to production line coating, the topcoat is applied in several thin layers. Yachts are coated under a wide variety of climate conditions. We can simulate these conditions in our spraybooth, which at 4 x 8 x 3 meters is about the same size as an automotive spraybooth.

**What does this look like?**

In the spraybooth, I can adjust the humidity and temperature so that for example a climate similar to that in Brazil is simulated, with a temperature of 30 degrees Celsius and 85 percent humidity. This allows us to test new products before we use them at the customer’s site in South America. It’s also especially interesting for coating systems for wind turbine blades. We market these systems all over the world. Our ultramodern paintline is equipped with a HydroDry system. An air circulation system allows rapid drying from all sides.

**What advantages do I have as a customer?**

Thanks to extensive tests carried out in advance, our customers save both time and money. During the tests, important parameters such as humidity, drying times or component temperature are recorded. The customers can then use the data for their production at their own companies.

**What role does the topic of sustainability play for the development of new products?**

The paint products have to meet increasing demands. Durability is the main topic for all industrial coatings. When it comes to quality and service life, our customers’ expectations are constantly rising. Paints that protect ships or wind turbines, for example, must be extremely resistant, need to last for increasingly long periods and, at the same time, have to look good. It goes without saying that sophisticated materials require application by highly qualified personnel. Applying waterborne or low-solvent paints to complexly shaped components is often challenging. Only conditions that are as consistent as possible guarantee that paints can be applied well. We can simulate these parameters at our application center and provide our customers with important tips for applying innovative products.

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**Convincing:** the spraybooth is large enough to coat cars.
Since CathoGuard 800 was launched in late 2009, the new e-coating technology has proven to be an incredible success story. More and more large automotive manufacturers are choosing this new tin-free e-coat generation, which has a low solvent content. In 2011, Audi was one of the first carmakers to change over from CathoGuard® 520 to CathoGuard® 800, using the new product at its plants in Ingolstadt and Neckarsulm. “We are very open to innovations,” stated Wolfgang Schaube, head of planning at Audi’s corrosion protection department. “Quality and environmental compatibility play an essential role here. That's why we were determined to introduce BASF’s new e-coat, which means an improvement in both properties.” Also Volkswagen already uses e-coat tanks with CathoGuard 800 at a number of its plants, including the main plant in Wolfsburg.

In 2009, General Motors (GM) began converting to the environmentally friendly CathoGuard 800 e-coat at its production sites worldwide. Whether in Russia, China, Brazil or North America, GM is using the modern technology in all its regions. “It demonstrates the way we work together to advance sustainable solutions,” stated Joe Schmondiuk, Vice President, Global Accounts OEM Coatings Solutions, BASF.

In recent years, the share of CathoGuard 800 used at the carmakers supplied with e-coats by BASF has already risen to one-third. Additional changeovers are being planned. During the transition phase, an average of
In many key markets, BASF has already successfully launched CathoGuard 800, the latest e-coat generation.

**E-COATING**

**40 years of success**

- **Early 1960s**: Anodic e-coating replaces conventional dip coating. With this process, the body and the coating are electrically charged, with the body receiving a positive charge and the coating a negative charge.
- **Mid-1970s**: With cathodic e-coating, the poles are reversed.
- **Late 1970s**: BASF supplies the paint for the first e-coating line for small parts ever used in the European automotive industry.
- **Late 1980s**: BASF launches the CathoGuard® technology. The product’s exceptional features include its optimized edge protection, flow and throwing power. CathoGuard 300 to 500 were the first lead-free e-coating products.
- **Today**: CathoGuard 800 and 900 are tin-free, have a low percentage of solvents (low VOC), are HAPs-free and conform to the latest requirements of environmental legislation.

**INTERVIEW**

**More than mere rust protection**

Oliver Johannpoetter, project manager for the CathoGuard® 800 technology at BASF, explained the special properties of the new e-coat products and what makes them so successful.

**How does e-coating work?**

During e-coating, the bodies literally take a bath in order to take on a primer coat. The body, which has been cleaned and pretreated, is dipped in an e-coating tank, which often contains up to 400,000 liters. In the tank, the body and the coating are electrically charged – with the body receiving a negative charge, and the coating a positive charge. The coating is evenly deposited on the body. The body is then rinsed off and the remaining paint is baked at about 180 degrees Celsius.

**What are the advantages of CathoGuard 800 and 900?**

CathoGuard 800 and 900 are absolute high-performance products that combine numerous advantages. Their performance goes far beyond mere rust protection. They offer an excellent basis for the application of the subsequent paint layers and protect edges and cavities from corrosion and stone chipping – even for highly complex automotive parts. In addition, the new generation of e-coats is especially environmentally friendly. They are low in solvent content, contain no heavy metals and dispense with hazardous air pollutants. CathoGuard 800 and 900 are therefore HAPs-free, containing no chemicals on the U.S. Environmental Protection Agency’s hazardous air pollutants list, and already comply with future European legislation today.

Another important advantage is that the optimized distribution of the film resulting in a homogenous thickness saves material. The multi-metal compatibility of the new CathoGuard generations means fewer touchups on the body and high quality and process reliability in production. In addition, the coating does an outstanding job on any substrate and can be combined with state-of-the-art pretreatment methods, including the new nickel-free “nano” pretreatments.

The trend is increasingly focusing on saving costs and time during production. Here, CathoGuard 800 and 900 can provide support, because the products are highly suitable for streamlined, integrated application processes that eliminate the use of primer. These are highly efficient products that meet BASF’s standards for sustainability par excellence.

**What is the difference between CathoGuard 800 and 900?**

CathoGuard 900 basically features the same properties as CathoGuard 800 but it has a wider range of curing temperatures. This means that the temperature in the curing phase for mass components, like those used in the bus and truck sector, can be lower.

**Where is CathoGuard produced?**

We produce worldwide in all regions, exactly where our customers are situated.

**What about customer service?**

All over the globe, our technical service team is on site at the customers’ plants in order to supervise the tanks or, in some cases, to implement process optimization. We support our customers with compensation, meaning the gradual changeover to the new product over a period of several weeks, help manage the facilities to ensure a smooth process flow, and regularly test e-coat samples from the carmakers’ plants at our labs. Responding to our customers’ specific requirements and specifications is important to us.
Innovative Rückblick bau 2009

The i-oniq was designed at the European Design center in Rüsselsheim. Designers there teamed up with BASF’s coatings experts to develop the special color. “We have joined forces to reinvent color. The finish practically flows over the concept car’s dynamic outer skin. The silvery metallic sheen, which can be seen especially clearly on the edges, contrasts with an earthy red, which subtly shimmers over the surfaces. This traces edges and lines superbly and emphasizes the lively, powerful appearance of the i-oniq. It perfectly fits Hyundai’s vision of modern premium,” explained Denis Reisser from BASF Coatings’ technical Hyundai Account Management.

This basecoat, which provides the color, was covered with BASF’s iGloss® clearcoat. The highly scratch-resistant clearcoat obtains its special scratch resistance from its special lattice structure. The hybrid paint combines the advantages of “hard” inorganic and “soft” organic substances. Combining the two ensures long-lasting gloss.

Eye-catcher

Hyundai presented a world premiere at the Geneva International Motor Show: the HED-8 i-oniq. It’s a concept car whose captivating features include an innovative drive, elegant design and muscular forms. The basecoat, which BASF specially designed for the concept car, and the unique design surface of the car seats, provide the emotional appearance and highlight the car’s design language.

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and greater durability. The new car effect of the automotive paint is retained longer, preserving the vehicle’s pristine appearance for a longer period.

The design surface of the seats was specially created for the Hyundai HED-8 i-oniq. The use of the Steron technology allowed a unique surface experience to be created that is preserved even with continuous use and is breathable at the same time.

On the basis of a polyurethane dispersion transfer coating process, Steron® allows different structures to be produced that create an individual appearance and haptics. “We can implement design ideas ranging from technical structures to velvety surfaces or even as a mix and, in so doing, make each and every car seat a design highlight in the interior,” explained Heidrun Goth, head of global Steron Technology.

Hyundai’s four-seater, which is 4.4 meters long, isn’t just visually appealing, however. The i-oniq combines a 1.0-liter three-cylinder gasoline engine with an electric motor with a power of approximately 80 kW/109 hp. The coupé therefore also features an innovative drive and evokes pure emotion with its appearance. “We maintain an intensive partnership with Hyundai. For this reason, we are very happy that after supporting our customer with the first concept car in 2010, we were also able to help with this impressive model,” said Dr. Guiscard Glück from BASF Coatings, who is in charge of Business Management for Asian customers in Europe.
Extravagant

In Goodwood, on the southern coast of England, the renowned car manufacturer Rolls-Royce produces its luxury cars. BASF has been the exclusive coatings supplier for Rolls-Royce for nearly ten years. A dedicated BASF team works on-site to ensure smooth operations and meets customers' special design wishes.

In March, Rolls-Royce, part of BMW Group since 1998, presented the new Phantom family (Series II) at the Geneva International Motor Show. The current Phantom luxury model is already in series production and features an umbrella stored in the door and a multimedia system recessed in the ceiling. A starlight headlining is also available. In addition, extraordinary customer requests can also be implemented. To this end, Rolls-Royce offers its bespoke program.

The Ghost TwoTone also featured in Geneva is one example of this: With its two-tone finish in Infinity Black and Cassiopeia Silver, it was a real eye-catcher at the show. Customized finishes, such as the new two-tone option, are among the most popular requests. This is where BASF comes into play. “Since the establishment of the home of Rolls-Royce at Goodwood in West Sussex in 2003, BASF has been the exclusive coatings supplier and point of contact for extravagant special requests when it comes to the finish. Of course, this is a real highlight for us,” explained account manager Stefan Sickert.

A five-member BASF team is permanently on site. They take care of the coatings supply operations along with the Rolls-Royce customers’ individual design requests and the production of the basecoats needed to meet these requests. While the e-coated bodies come from the BMW plant in Dingolfing, the remaining coating layers are applied at Goodwood by the only robots on site. The required coatings are supplied from BASF’s Würzburg and Münster sites.

As elegant as a piano

“A double clearcoat layer gives the Rolls-Royce models a special effect for the finish. This visual effect is similar to the elegant appearance of pianos,” explained Michael Brünnemann, head of BASF’s Special OEM Color Lab. BASF design expert Steven Williams is responsible for special color requests. Colors for unique special vehicles, referred to as “one-offs,” can be mixed and applied at the plant. For instance, BASF developed an exclusive gold paint specifically for Rolls-Royce. In addition to the basic pigment, the paint also contains real gold dust. “Our especially broad color range, an expanded pigment range and additional ef-
fect materials allow BASF to fulfill nearly any desire on site,” Williams explained.

The cornerstone of the successful partnership between BASF and Rolls-Royce is a special service model and high product quality. “The fact that we are able to promptly implement Rolls-Royce customers’ special requests, some of which are quite extravagant, is not a given,” said Ulrich Horstkötter, who has been responsible for Rolls-Royce at the BASF lab since the cooperation was established. “A rapid approval process and confidence shown in the quality of the BASF products are the key factors here. And this is all based on a process chain that is probably one of the most sophisticated flows in the entire automotive business.”

Stefan Sickert explains that “now and in the future, we at BASF Coatings aim to be a reliable partner for Rolls-Royce that quickly converts pigments and effect innovations into high-quality basecoats with excellent process reliability.”

“Pinnacle of the automotive industry”

Mr. Sickert, what’s so special about the partnership with Rolls-Royce?
The Rolls-Royce brand is the pinnacle of the automotive industry. We are extremely proud of the fact that we have been the exclusive paint supplier since the opening of Rolls-Royce’s Goodwood site. Our flexible work on site and at the backup lab in Münster allows us to rapidly implement the requests of the Rolls-Royce customers. The way we combine a classic partnership with creative color design makes this cooperation highly exclusive. And BASF’s paint production at the customer’s plant is also something quite special.

How great is the demand for customized models?
When premium-class cars are customized, individualized colors are also high on the list of demands. With Rolls-Royce, we see an unbroken trend toward colors that are also tailored to what the customer wants. A rapid agreement process and series approval for the material concept used at Rolls-Royce allow us to meet nearly any customer request promptly. For instance, the development of a gold paint was quite unusual. This paint contains genuine gold dust and can be supplied upon request. Due to the value of the material, Rolls-Royce is even considering using security guards to accompany the special paint during transport.

How are these special requests implemented?
The employees on site can basically choose from a broad color portfolio. The “Color Brite IC” material concept specially developed by us offers the basis for color diversity for waterborne basecoats. While the development of the gold paint is certainly a prominent example of this diversity, other interesting market developments and customer requests constantly challenge the designers and developers on site. The ideas evolve from direct discussions between BASF and Rolls-Royce designers on site. They are then rapidly implemented in the basecoat formulas created on site. Of course, in addition to the aesthetic demands, the paint technology profile and the processability are at the focus. Here too, we are premium partners of Rolls-Royce.

→ www.rolls-roycemotorcars.com
Waiting for green

Green, bronze and brown – in their global trend report, the BASF designers describe which car colors will increase in popularity.

The automotive colors of the future will be “naturally cultivated.” Nuanced berry and copper tones will enhance the automotive color portfolio of tomorrow, along with the natural colors brown, blue and green, which will experience a rediscovery. While in recent years green has hardly played a role on the roads, in four to five years, the color is predicted to become more popular. These are the results of the BASF designers’ 2012-2013 trend forecast, which has just been published.

Developments in the color world are particularly apparent outside the range of the staple colors black and silver. The brown trend predicted by BASF experts years ago is continuing. For instance, the color is already used for nearly seven percent of the newly registered cars in Germany and will remain at this high level. “There are signs that the need for more color on the roads is continuing and that, in the future, we will be tapping into further color spaces, such as bronzes and emeralds. Especially green is becoming more significant,” says the forecast of
it comes to automotive colors, niches are also being rediscovered. A long-awaited, intensive green is coming to the fore here. In addition, colors such as ruby red and blues are expanding the color range.

Materials that can be experienced

In politics, business or society, the modern communication technologies are triggering huge changes. Setting the tone are phenomena such as the increasing dematerialization of technology. In the future, technology will be less tangible in a haptic sense, and instead, will be increasingly more intuitive. For instance, the keypad of smart phones has developed into a touch display. “Conversely, we are observing new narrative and haptic qualities in many areas. Heavy substances, striking surfaces and expressive materials such as wood and stone create a stronger emotional charge of the world we live in. In the automotive world, this means that we can expect more intensive colors and bolder effects,” Corinna Sy, designer at BASF Coatings Europe, explained. “The new colors are expressive, but not blatant, like a good story.” With dark berries, intensive browns and coppers, along with radiant emeralds, the designers anticipate powerful color experiences on the roads.

Global team, regional features

Carmakers are working and thinking globally. For this reason, BASF’s design team has a global presence, sounding out international trends without ignoring regional features or color trends. In order to do justice to the increasing significance of the booming automotive industry in Asia Pacific, and specifically to the local manufacturers, the designers have included special Asia-Pacific- and China-specific colors in their trend collection.
The roads are becoming more colorful

Interview with design legend George Gallion and BASF color designer Mark Gutjahr

For nearly 40 years, automotive designer George Gallion, now 75, was responsible for design at Opel. The legendary Manta was created on his drawing board. The former Opel designer spoke with BASF color designer Mark Gutjahr, 38, about the future of automotive design. The two agree that Germany’s roads will become more colorful again soon.

Mr. Gallion, you once said, “When designers dream about their work, then they dream about the future of the automobile.” What exactly did you mean by that?

Gallion: Being a designer was my dream job. If you want to be a good car designer, you have to love cars. You have to have visions without losing sight of feasibility. And you have to be able to draw. One of my most important tools was my pencil.

Back in 1969, you designed the Manta. What was the challenging part of designing this car?

Gallion: We wanted to create a product to compete with the Ford Capri that was launched in the late 1960s and we wanted to do this as quickly as possible. We managed to put the Manta on the market at nearly record speed. The fact that it achieved a certain cult status makes me very proud.

What were you inspired by in your work?

Gallion: For instance, we looked around the world of animals, in fashion, and, of course, at trade shows.

And where do you get your ideas for the automotive colors of the future, Mr. Gutjahr?

Gutjahr: It’s not much different. We also get ideas at furniture or textile shows, as well as from architecture. In addition, we analyze changes in society and try to develop a sense of the zeitgeist.

So how does a color trend become a trend color?

Gutjahr: It’s the car manufacturers who pick up the colors from our trend forecasts and, in most cases, work with us to refine
the colors. This means that we also work very closely with and for the carmakers’ designers.

What significance did color have for you as a car designer?

Gallion: It was highly significant. A car is like a sculpture. It lives from color. The finish lends the car its character and you can work with gloss and effects superbly.

Gutjahr: That’s fantastic! I agree. Color also provides the aesthetic appeal of a car. Colors give vehicles their individual touch. And new technical possibilities give us new options.

Such as?

Gutjahr: Our XFine® basecoat. It stands for powerful metallic effects that bring about an elegant silver. Very fine aluminum particles are arranged parallel to each other and thus produce a kind of mirror effect on the body.

Gallion: We didn’t have possibilities like these back then. But it was more colorful. I miss the colorfulness of the 1970s and 1980s. I really wish there was more color on the roads, like a bold orange, or why not lime green?

How does your trend forecast look in this respect, Mr. Gutjahr?

Gutjahr: We actually do see a trend toward more colorfulness. Brown has soared to a share of around 7% in a very short time. More color – from beige to green – is becoming more important. It will definitely become more colorful on the roads of Germany.

The Opel CD concept car also radiates a brand new gloss in “Candy apple red.” It is considered to be the most beautiful Opel of all times and in 1969, was the star of the IAA in Frankfurt. Using special classic car paints from BASF’s Glasurit brand, it was restored ... Gallion: ... and is dazzling in its former gloss. The car is currently on display at BASF’s Münster site. When I see it here, I am filled with pride and nostalgia.

Whether classic cars or new cars, will color continue to regain its importance?

Gallion: I think it will. For instance, look at the Opel Corsa Color Line. It’s the brilliant colors that make many customers buy this model.

Gutjahr: Absolutely. Color conveys the first impression of the car. In addition to the make and the engine power, color is becoming increasingly important for car owners. It provides an identity, and depending on the color, it also lends individuality and, as a result, character.
Brilliant achievement on the global stage

Radiant presence at international classic car shows. Whether red, green or black, BASF premium brand Glasurit’s Classic Car Colors breathe new life into vintage cars.

Which classic car owner’s heart wouldn’t beat faster if a beautiful refinishing job in the original color were to boost the value of his or her vintage auto? When classic cars are coated with modern high-tech paint, they are not only visually appealing, but are also protected from rust and defy the elements. Glasurit is represented with its Classic Car Colors at one of the world’s largest and most popular shows and helps classic cars make dazzling appearances.

World’s largest show for classic and vintage cars

The Techno-Classica in Essen, Germany, is the world’s largest show for classic cars. Every year, vintage car aficionados from all over the world gather here to admire the historic vehicles of international carmakers. This March, the show registered over 180,000 visitors. For Glasurit as an established automotive color and refinishing expert, the Techno-Classica is an important venue. “The show provides an important forum for the premium car manufacturers and has a long-standing tradition. As a paint expert, we not only share the passion for cars, but have also been partners with most of the carmakers for many years,” explained Glasurit Brand Manager Ignacio Cabrera Cantera.

The classic car refinishing professionals from the bodyshops were impressed by the company’s superior color competence through demonstrations at the Glasurit booth such as the presentation of the Glasurit RATIO Scan II. The portable color measuring device facilitates color matching by choosing the right color and immediately indicating a mixing formula and, in many cases, even suggesting a color chip from the Glasurit Color Profi System.

At the Techno-Classica, Glasurit presented its Classic Car Colors service, at the heart of which is the world’s largest historic color library. This application supports the original restoration of classic cars with ultramodern eco-friendly technology.

Worldwide service

At this year’s Kuwait Concours d’Elégance, one of the world’s most exclusive and renowned classic car events, Glasurit partner Al Nizamia Trading now also introduced Classic Car Colors in the Middle East. Classic Car Colors were used to professionally

Techno-Classica: At the classic car show in Essen, Glasurit presented its historic color library. It is considered to be the world’s largest color library and is based on environmentally friendly technologies.
As a paint specialist with over 100 years of experience and as one of the world’s leading automotive refinishing experts, Glasurit offers classic car fans professional support with the finish or for a paint job for a classic car – with Glasurit Classic Car Colors. Glasurit has the world’s largest color library with around 600,000 listed formulas. It offers color solutions for restoration or refinishing, identifies original colors using a database and supports bodyshops with its global customer service. Additional information is available at www.glasurit.com.
Cooperation with national museum in France

As one of the oldest paint brands for the automotive industry, Glasurit has a passion for conserving historic classic cars. The company shares this passion with the French national museum Cité de l’Automobile – Collection Schlumpf in the Alsatian city of Mulhausen. Glasurit and the Cité de l’Automobile have launched a cooperative project. The museum is the world’s largest car museum, hosting well over 500 historic luxury and racing cars that tell the story of the automobile, of which 422 models are even under protection as a French historic monument. The museum’s most pressing mission is to preserve this unique collection. To this end, the vehicles have to be restored at regular intervals. Glasurit supports the museum in restoring the cars and plans to participate in an exhibition in 2013 that will display cars of the collection that have not yet been restored.

Additional information is available at: www.citedelautomobile.com

Superior paint

Glasurit has chalked up a number of victories over the years. Starting in 1992, Glasurit’s waterborne 90 Line began writing unprecedented history. At this year’s Detroit Autorama, a remodeled 1955 Ford T-Bird won the Ridler Award for best car, edging out 63 other contestants. The car was refinshed with Glasurit 90 Line in a brilliant red. “The entire painting process took about six months,” said Jesse Greening of Greening Auto Company in Nashville, Tennessee, who refinished the car. Greening has been a partner of BASF for many years. The car was meticulously coated, even in places that are hard to reach, such as the underbody or details in the engine compartment.

The Ridler Award is named for Don Ridler, a U.S. advertising and PR expert who started promoting the Autorama in the 1950s. Thanks to Ridler, the Autorama became one of the top hot rod shows in the United States. Since 1964, the Ridler Award has been presented every year in Don Ridler’s memory. Six of the last eleven award winners at the Autorama in Detroit already use Glasurit paints. The jury judges the cars every year based on the criteria of creativity, engineering and workmanship.

Cabrera Cantera is convinced that the energy invested has translated into added value. “We are pleased to use the platforms at international shows, exhibitions and events to demonstrate with our Classic Car Colors that we are the experts for historic automotive colors for carmakers and classic car fans.”

2012 Ridler Award winner:

At the Autorama in Detroit, a remodeled 1955 Ford T-Bird in Glasurit 90 Line’s brilliant red paint dazzled the visitors.

Global COLORS FOR CLASSIC CARS
The plot of the TV commercial can be summed up quickly: While an expectant mother is running errands, her loving husband has painted the future nursery at home in a flash – in the color of her eyes. The green used is produced by Suvinil and goes by the captivating name of “Videira.” It is part of the new Acrylic Antibacterial line and gives this special declaration of love an indelible stamp.

The romantic scene was directed by Fernando Meirelles, one of Brazil’s most awarded directors, and was fittingly broadcast on Brazilian television on Mother’s Day. “The idea was to make an ad that demonstrates how color can influence consumers’ personal lives and be an emotional element in the family,” Meirelles explained.

Affection and care

Suvinil offers not only its tried and tested quality and a wide product range with over 1,500 colors that turn walls into a decorative and environmentally friendly part of the furnishing, but also promotes its users’ well-being and makes them safe indoors. “The house is the place where we spend the best moments of our lives. Suvinil wants to do more than just coat and embellish walls. The brand also wants to convey affection and care,” said Fábio Gomes, Suvinil’s Marketing Director in Brazil.

The TV commercial is part of the campaign “Suvinil, your home, your pride”, which aims to expand the role of color. In addition to the basic features for walls, decoration or fashion, color creates a warm and relaxing atmosphere. “The color may represent an emotion, a moment or a story,” Gomes said.

The actors are famous for their modeling contracts, as well as for various TV shows, series, especially soap operas, and films in Brazil. They are also a couple in real life and have already experienced what it is like to design a nursery for their daughter. The two actors are also enthusiastic about the commercial. “When I received the offer, I accepted it right away. We are pleased to work on a campaign for a brand like Suvinil that stands for excellent achievements and innovation,” Reymond said. “It was exciting to film the scenes. It’s fascinating that color can convey so much affection, especially for expectant mothers,” Massafera added.

In addition to the TV commercial, which successfully appeared both on television and on YouTube, the campaign also includes print and online ads appearing in Brazil’s leading media. The commercial can be accessed on YouTube via the search term “Massafera Reymond Suvinil.”

Protection from microorganisms

Suvinil, BASF’s decorative paint brand, is one of Brazil’s best-known brands. With the new Acrylic Antibacterial wall paint, Suvinil has further strengthened its role as a pioneer in the area of innovative wall paints. The new wall paint reduces the number of microorganisms on the surface of the wall by 99 percent. The paint can be washed without compromising the effect, making it ideal for use in nurseries, hospitals and schools. The paint is the first product to get approval from ANVISA, Brazil’s national health surveillance agency.
Coatings solutions

BASF classifies industrial coatings as either Pre-Coatings or Post-Coatings. The first category comprises coil coatings and foil coatings. Coil coatings are applied to aluminum or steel strips which are then supplied as “coils” to the construction, appliances and automotive industries for further processing. Foil coatings are special coatings applied in a similar process as coil coatings, but to paper substrates and plastic strips. The resulting finish foils are then used, for example, in furniture production. The Post-Coatings category comprises e-coats, powder, spray and dip coatings, which are used in a variety of industrial applications. Household appliances, heavy-duty corrosion protection in ship building and land-based applications as well as the worldwide supply of coatings for wind turbine rotor blades are only a few examples in this important field. Great attention is currently being granted to expanding the product portfolio for marine and aircraft applications.

Automotive OEM coatings

In the field of automotive OEM coatings, BASF is one of the top three global leaders. We offer eco-efficient technologies and a broad range of competence in e-coats, primers, basecoats and topcoats. We are a trusted partner of the world’s major automobile manufacturers in terms of corrosion protection, color competence and scratch-resistant coatings. Working in close partnership with our customers is one of the key factors behind our success. Jointly, we develop innovative coating processes, and our application engineers are highly integrated into our customers’ production lines.

Decorative paints

Whether they are used to coat walls or façades, BASF’s decorative paint brands offer the right color for any substrate and the right nuance for every taste. We are represented in several regions with our brands. In Brazil, BASF has been leading the market with the Suvini® brand for many years. Suvini® is one of the most successful brands in the country. Unparalleled quality, outstanding service, and environmentally friendly production and processing of Suvini® products are decisive factors for this success. In 2011, BASF also entered the African market with Suvini. In China, we offer the NORBIN™ brand. It comprises BASF’s ultramodern technologies in the coatings sector based on our longstanding global experience in the area of eco-efficient solutions.

Automotive refinishing coatings

In the automotive refinishing sector, BASF develops and markets products for a comprehensive portfolio of coating systems. Our specific focus is on eco-efficient waterborne and high-solids coatings with low solvent content. The automotive refinishing coatings supplied by BASF are approved by most of the leading automotive manufacturers to be used in their authorized bodyshops. Automobile manufacturers prefer BASF automotive refinishing coatings because of their high color accuracy. Another focus of BASF are custom-built coatings solutions for transport and commercial vehicles. BASF uses the Glasurit® and R-M® brands to support its premium segment customers with a comprehensive portfolio of refinishing paint systems. The Salcomix® brand also offers a solution for smaller-scale, flexible industrial coating.

We bring color to life

BASF is the world’s leading chemical company: The Chemical Company. We use research and innovation to help our customers in nearly all industries meet society’s needs, both today and in the future. In the Coatings Division, BASF develops, produces and markets a comprehensive portfolio of high-quality automotive OEM, automotive refinishing and industrial coatings as well as decorative paints. We have significant market positions in the regions of Europe, North and South America and Asia Pacific.
metal loves light colors
Finding the right color every time calls for a great deal of sensitivity. We offer coatings for steel and aluminum coils for just about any application. When the accent is on color, it’s because at BASF, we create chemistry.
www.basf-coatings.com