Industrial coatings take off
iGloss® for OEM coating at Daimler
Suvinil® in West Africa

New markets
Dear readers,

Our planet is changing rapidly. In 2050, nine billion people will be living on the earth. Regions we still refer to as “emerging countries” today will soon take on a different significance in demographic, political and economic terms.

Part of BASF’s “We create chemistry“ strategy involves strengthening growth in these regions and consolidating our position in these future markets. We anticipate that in the future, 60% of the worldwide chemical production will come from dynamic countries such as China, as well as from Brazil, Russia and India. While other countries are not yet in this focus today, they are creating new positions for themselves. This is the case in West Africa, for example.

In order to be the preferred partner for our customers, we have to actively shape these changes and constantly improve our performance. In the coatings area, our new resin lab in Shanghai is one of several examples of our efforts. In this way, we are establishing regional competence for research and development for the long term.

Based on my own professional experience, I know how important it is to engage with various cultures in order to become aware of the various differences. This kind of insight provides an essential foundation for solid partnerships and for our activities in the “new markets.”

Best regards,

Peter Fischer
Senior Vice President,
Coatings Solutions Asia Pacific
The coatings market in Asia Pacific was valued at €19 billion in 2011 and is expected to increase in size and importance at a steady pace. It is predicted to rise to €45 billion by 2025. Completed in less than one year and now fully up and running, BASF’s new resin laboratory will be instrumental for supporting the future growth of the company’s coatings businesses in Asia Pacific. It will initially focus on technical service in resin manufacturing, including the qualification of raw materials in the region. Later, it will also address new resin development locally, offering customized resins that can be employed in various coating materials such as automotive OEM coatings and a myriad of industrial coatings. Resins are primarily used in the production of automotive OEM coatings.

“The ability to understand resin synthesis and to develop new resins is a key competency of the Coatings Division. The use of local resin synthesis know-how will open up opportunities to locally develop tailor-made coatings that cater to specific needs in the region in a more timely fashion,” said Dr. Ramkumar Dhruva, Vice President, Automotive OEM and Industrial Coatings, and technology spokesperson for Coatings Solutions Asia Pacific. “The decision to establish resin synthesis know-how demonstrates our commitment to capture anticipated growth in market demand for high quality coatings, the Coatings Division has set up its first resin laboratory in China. The new resin laboratory in Shanghai forms part of the Asia Pacific Innovation Campus scheduled to open in the second half of this year at the Pudong site in Shanghai, China.
BASF’s new resin laboratory has been outfitted with state-of-the-art technology. This enables very precise temperature and time control, which ensures that the outcomes of resin qualification and development are of the highest standards. The resin laboratory is currently situated temporarily at Caohejing Hi-Tech Park in Shanghai and will move to the Innovation Campus site in Pudong as soon as the new premises are ready.

“We are very impressed and excited about the smooth completion of Coatings Division’s resin laboratory, which is a part of the Asia Pacific Innovation Campus platform,” remarked Dr. Stefan Dreher, Vice President Innovation Asia Pacific. “The Innovation Campus is going to be a powerful hub serving our customers in the entire region. The new resin laboratory is a good example of how we will be able to leverage our increased R&D strength in the region to serve local market needs,” Dreher continued.

The successful and swift set-up of the laboratory is the result of concerted efforts by BASF Coatings’ regional team, BASF Coatings’ global Technical Upstream organization and the global R&D group, both based in Münster, the regional Procurement platform, the Environment, Health and Safety team in China, as well as the Asia Pacific Innovation Campus project team.
Mr. Verza, BASF has restructured parts of its industrial coatings portfolio under the RELEST product name. What’s the reason for this?
The high-quality, but previously regionally oriented industrial coatings business of our subsidiary RELIUS has taken on a more international focus under the BASF umbrella. A uniform global product name – RELEST – is another important part of this change, along with refinement of the product portfolio with the help of BASF’s research resources, as well as stronger integration of the industrial coatings sector into our worldwide service structure.

What are the advantages of this development?
This part of industrial coatings is now an obvious part of BASF, too. We are demonstrating to our customers that these products are part of BASF’s global research and service network. For everything in our portfolio, BASF’s guideline “We create chemistry for a sustainable future” applies. We understand sustainability in a holistic manner, both in social and environmental terms, as well as with respect to economic aspects. This means that BASF is close to the customers and develops products that meet all their needs, benefiting both partners – the customer and BASF. One example is the new RELEST Wind RepKit, a set of tools we provide to the operators of wind turbines to quickly repair paint damage on rotor blades.

What product segments does RELEST cover?
RELEST Wind, our paint and refinishing portfolio for coating rotor blades of large-scale wind turbines, is already used internationally. Today, we are present in Brazil, China, India, North America and...
Europe, both with products adapted to the needs of these markets and with the associated service network. In late 2011, we added RELEST Yacht to the market. In April, the first yacht coated with BASF paint will be launched in Turkey. In the aircraft sector, we are currently developing applications in close cooperation with big accounts in Europe. Before the end of this year, we will also be offering powder, general industries and marine coatings for all types of ships under the new names RELEST Powder, RELEST Protect and RELEST Marine.

What are your strategies for growth in these new areas?  
A whole range of approaches exists. For instance, we grow together with our customers when we refine products and services aligned with our customers’ needs and in close partnership with them. Growth also results from the innovation level of our product and service portfolio, which provides us with contact to new customers. And last, but not least, we grow by opening up new markets, whether in a new region or by offering new applications.

What specific innovations can we expect?  
For all segments, we will continue to push forward the development of sustainable solutions. We are constantly reducing the use of solvents and wherever possible, we offer waterborne products. In the wind sector, we are improving the anti-erosion properties in order to effectively protect the rotor blade edges, which are subjected to extreme wear and tear. In the aircraft sector, we are working on complete and chromate-free coating systems that meet the International Air Transport Association criteria. In many other projects, as I already mentioned, it is the customers’ individual needs that we are striving to meet by conducting intensive research and development with them.

You have been head of BASF’s Industrial Coatings unit in Europe for nearly a year. What’s your approach to this job?  
One of the great benefits of BASF is that we live and promote cultural diversity. We have to be open, look very carefully and understand the people and their cultures. This is indispensable in a business with a global focus and which we conduct in a number of different markets. For me, the key factors are proximity to the market, transparency and communication. For this reason, I visited several bigger customers personally this past year. I also communicate intensively with my team. As in Brazil, my European colleagues are very open and flexible, and in business life, managers are very close to their teams.

Are there any differences between the business in Europe and that in Brazil?  
Yes, of course. A booming emerging market like Brazil works differently than a mature, stable market like Germany. In booming markets, business decisions must be made much more quickly. I can use my experience very well here to expand our business according to our strategy by using the insights gained in booming or saturated markets. In Europe, we are facing different situations on the regional markets based on diverse cultural aspects. Therefore, we have to approach the countries differently. This is the ideal basis for me to bring in my competencies and to successfully tackle the new challenges.
Strategic partners

This success story spans over 2,600 kilometers: Russian steel manufacturer Novolipetsk Steel (NLMK) and BASF Coatings from Münster-Hiltrup, Germany, have collaborated in the coil coatings sector for over 20 years.
NLMK’s headquarters are located in Lipetsk, around 380 kilometers southeast of Moscow. The international steel manufacturer is one of BASF’s most important industrial coatings customers in Russia. It’s a relationship based on mutual appreciation: “BASF Coatings is one of NLMK’s few strategic partners and as one of the world’s leading suppliers of industrial coatings, it guarantees top quality,” explained Yuri Larin, Vice President of Technology at NLMK. “We would like to consolidate and expand our successful collaboration with NLMK in the coming years,” pointed out Francisco Carlos Verza, the new head of BASF’s Industrial Coatings business unit in Europe during his first on-site visit to customer NLMK.

Large-scale athletic events scheduled to take place in the coming years are already making an impact: “In particular, the 2014 Winter Olympics in Sochi and the Soccer World Cup in Russia four years later will require a number of additional infrastructure measures in the building sector,” explained Uwe Pelchen, BASF Coatings’ Sales Manager for Coil Coatings Europe. “This will provide excellent opportunities to use the new coil coating products we have jointly developed.”

The partnership goes back more than 20 years. In November 1991, a BASF delegation visited NLMK in Russia for the first time and signed a supply agreement for coil coatings. Whether dealing with cultural differences or economic challenges, the relationship between the two companies has proven to be rock solid. Their mutual trust paid off in 1999, when a new five-year agreement was signed. For Valery Rogachov, head of Coil Coatings Technology at NLMK, one thing is sure: “We value BASF as a reliable partner who supports us with innovative coil coatings solutions in our markets.”

Several milestones mark the ongoing development. In 2001, the first PEVICOAT® system in Russia was put into operation. It is a computer-assisted mixing system that can mix any color and gloss level within a very short time – and supply the exact quantity of precisely reproducible material down to the gram. This allows the coaters to respond to customer requests quickly and flexibly and cut costs at the same time.

In 2004 and 2010, two more coil coating lines followed at NLMK. With a total of three lines, the Russian steel manufacturer now has a total annual capacity of approx. 580,000 tons of steel that can be refined with the coil coating process. In 2010, the three lines were joined by the new PEVICOAT mixing unit that was put into operation in Samara. Thanks to the new lines, BASF Coatings can supply NLMK with the entire coating system, from universal primer to topcoats.

The new mixing units are not the only way BASF and NLMK have joined in close cooperation. NLMK was one of BASF’s first customers to launch the new topcoat portfolio POLYCERAM® Plus back in 2009. The advantage is that the new products feature substantially improved weathering behavior and stand out for their excellent robustness and flexibility, even under adverse application conditions. With precisely formulated pigment pastes, NLMK can produce nearly any color and gloss level under the sun. POLYCERAM Plus is available on a polyester or polyurethane basis.
Teaming up in Russia

In Kaluga, Volkswagen (VW) produces several models for the country’s booming automotive market. BASF is the main paint supplier and coordinates the major part of the coating process with its own team on site.

Fresh from the paintline:
Bodies at the VW plant in Kaluga, Russia
The bodies move through the huge hall on tracks. Once the men and women in gray smocks situated at various checkpoints have done their final inspection, the car leaves the plant with a perfect finish. To make sure this is the case, a special workflow must be adhered to. Whether e-coat, basecoat or clearcoat, meticulousness and perfection are key factors for each and every step.

The hall in which the cars are coated is located in the Russian city of Kaluga. There, 170 kilometers southwest of Moscow, Volkswagen built its plant in 2007. The German automaker produces cars here for the booming Russian market. Whether it’s the Volkswagen Tiguan, the Volkswagen Polo, the Skoda Octavia or the Skoda Fabia, the demand for VW’s cars is huge. The plant has a capacity of 150,000 vehicles per year. In 2010, the company already delivered around 130,000 vehicles of all four models in Russia, thus boosting sales by around 40 percent compared to the previous year. This means that Volkswagen’s sales are in keeping with the trend. After all, the Russian market is well on its way to becoming Europe’s biggest automotive market in 2013. For instance, in 2010, total automotive production in Russia rose by 100 percent to 1.2 million vehicles.

Volkswagen uses no fewer than 14 colors for automotive production in Kaluga. BASF Coatings supplies 12 of these colors, making it the plant’s main paint supplier. Most of the paints are produced at BASF Coatings’ site in Pavloski Posad, some 70 kilometers from Moscow. The remaining coating materials needed by VW are imported from Germany.

Thirty-one BASF employees work directly on site. Maxim Dragunkin leads the team in Kaluga. Together, they ensure that the cooperation with the Volkswagen staff members is successful. “Our customers particularly value our services. We not only sell our products, but also see to it that our customers remain satisfied. For us, this customer service is a given,” Dragunkin adds.

The cooperation in Kaluga also includes regular team meetings between the BASF employees and the staff at Volkswagen. They coordinate and plan the paint tests, provide feedback on the colors used and identify potential for improvement. At the same time, the products also need to be adapted to the Russian climate and to the country’s special physical and legal requirements. For example, the road conditions require vehicle finishes to be more scratch-resistant.

When the body slowly lifts, preparing to take a plunge in the e-coat tank, one thing is for sure: The BASF team headed by Maxim Dragunkin will be there to accompany and support the dipping process.
BASF has launched the M-ROB, its application robot, at its Würzburg site. The multifunctional application unit simulates the application at the carmaker’s paintline very precisely. Soon, BASF will be launching M-ROB in other countries as well.

M-ROB permits BASF to develop new colors for automotive customers and to design solutions for OEM products and new developments even more specifically. The M-ROB application unit consists of control software developed by BASF itself, as well as a large state-of-the-art booth and oven room. “We adjust the application at the customer’s paintline precisely and individually. M-ROB simulates nearly any situation at paintlines all over the world, which means we can optimize our processes and products,” explained Dr. Walter Jouck, head of Technology Management at BASF Coatings. “The M-ROB stands for our research and development strength. In addition, it permits us to raise our service and quality standards for our customers. It helps us reinforce our position as a reliable partner of automotive manufacturers.”

BASF will also introduce the robot at other sites in order to meet the globally uniform standards for high quality in the application process and fulfill customer requirements in all regions. At BASF Coatings’ headquarters in Münster, Germany, it will already be introduced this spring. The next countries will be Japan and Spain.

M-ROB can simulate and apply the primer, basecoat and clearcoat layers, as well as all of the integrated processes. It is able to apply the coating not only vertically and horizontally, but also three-dimensionally, for instance, for mirror housings. The robot offers users the possibility to change between various types of atomizers quickly and easily.
For OEM coating

Daimler is the first automaker to introduce BASF’s new iGloss® clearcoat for OEM coatings. At its plant in Bremen, the Mercedes-Benz E-Class Coupe, SLK and SL models are coated with the extremely scratch-resistant paint.

The clearcoat is the top layer of the automotive finish and provides gloss for the body, as well as protection from stresses such as sunlight or chemicals. The iGloss technology offers all these features and additionally provides extremely high scratch resistance. Dr. Matthijs Groenewolt, iGloss developer, explains, “It offers better protection against micro-scratches, which can come about at the car wash, for example. This means car owners can now enjoy that new-car effect for much longer than before.”

iGloss combines the advantages of inorganic “hard” materials with those of organic “soft” materials. The hybrid material delivers improved scratch resistance without increasing brittleness. The technology does not require any significant changes in the application process.

Thomas Fritzsche, global BASF Account Manager for Daimler, points out the great significance of the introduction: “For BASF, improving products and processes has always been a top priority. That’s why we invest a great deal of money in innovations. The introduction of iGloss at Mercedes-Benz is an excellent example of how the willingness to develop innovations has ultimately had a positive impact on the product.”

Over the past more than 30 years, nearly 6 million Mercedes-Benz passenger cars have been produced at its Bremen plant. Annual production for 2010 numbered over 257,000 cars. Currently, eight models are produced at the plant: C-Class Sedan, T-Model and Coupe, E-Class Coupe and convertible, GLK, as well as the two roadsters SLK and SL.
At the show in Detroit, BASF presented its automotive competence and latest developments from its various divisions, including coatings, catalysts and plastics. The chemical company earns 10 to 15 percent of its total revenue in the automotive sector. Customers and other interested visitors thronged to the BASF booth to find out how the company supports the automotive industry with innovative and sustainable solutions.

For example, BASF developed the coating for the new E-Bugster. Led by Maika Spreemann, BASF’s Würzburg-based styling team joined forces with the VW designers to create the tri-coat special-effect paint system. The finish features a cool, technical white. The integrated blue glass flakes give the edges a blue sparkle depending on how the light reflects off them. “We have developed a subdued effect that emphasizes the concept of the E-Bugster’s electromobility,” Spreemann explained.

In January, carmakers from throughout the world presented their latest models at the North American International Auto Show (NAIAS) in Detroit. One of the eye-catching cars was the new VW E-Bugster electric car, which radiated a special gloss thanks to a special-effect coating from BASF.
Pratt Institute’s next generation of industrial designers find success with BASF primers and pigments and are applying their knowledge of color to a variety of consumer products—from automotive products to appliances and watches.

Students enrolled in Pratt Institute’s Industrial Design Program in Brooklyn, New York, are learning invaluable lessons as they use BASF’s Glasurit® refinish paint brand primers and BASF pigments. While most programs teach computerized 3D design and structure, Pratt students create physical painted models, which allows them to see their design ideas more realistically. And students are connecting their understanding of color—and BASF products—to their long-term success, due in part to products BASF has been donating to Pratt for over fifteen years. As Professor of Industrial Design, Martin Skalski, explains, the program at Pratt focuses on long-term training. “This means that students have wisdom instead of knowledge, and BASF is a big part of that,” Skalski said. “We use BASF products to teach students the aesthetics of design, so they can create beautiful products that will last a long time.”

“We are so proud to provide primer and pigments to the Pratt students” said BASF Product Manager Anthony Dyach, who helped establish the donation program with Pratt Institute. Dyach added, “The students are gaining invaluable experience with our products, and it is leading them to successful careers in a variety of industries, including the automotive sector.”

As part of their curriculum, Industrial Design students take their 3D designs and create models with clay and foam. This is where BASF comes in: To prepare the models for painting, the students spray them with Glasurit 176-72 primer filler to fill cracks and provide a smooth and hard surface. Creating models allows students to focus on craftsmanship and good design and helps them see the small details. The Glasurit waterborne primer filler allows students to clean...
their tools with water and has low toxicity. Pratt junior Jane Song praised Glasurit primer: “It dries fast and makes it easy to clean up my gun.”

“It’s like gold for us,” said Skalski, beaming. “It has translated into success for students, since they experience color in a way that is unique in an academic setting. It makes it possible for students to have smooth surfaces with products that are safe and easy to teach, and it’s easy to use in our spray booth.” 2010 Pratt graduate and Fulbright Scholar Cindy Juette said, “The primer is easy to spray on our models and sands without water to a perfect finish.” According to BASF Marketing Director, Vitor Margaronis, “using Glasurit to prime models is a unique application from how it is traditionally used. It is a great example of the versatility our primers have in a variety of industries.”

With smooth models, students learn to achieve amazing color. Students are mixing their own paint using BASF Aurasperse® pigments. Skalski stated that after making plenty of mistakes the students eventually learn to get any color they need. “BASF pigments provide total flexibility, and using them is an efficient way for the students to learn,” explained Skalski. “Students mix the paint by eye in miniature scale and either brush or spray the paint on their models. Because it is waterbased, it is simple to use. If they drip a little, they can wipe or sand it off and start over,” he continued. “It’s the mistakes that really help them learn.” By the end of the term, the students become experts at mixing and applying the paint.

Undergraduate and graduate students enrolled in the Industrial Design program at Pratt are finding amazing opportunities – in the automotive sector, as well as in other consumer industries and beyond. “The Industrial Designers are designing it all: golf clubs, shoes, appliances, automobiles and toys,” said Skalski. The professor reminisced about a former student who now works as a color specialist with General Motors (GM) “because of the work he did in color class.” Skalski said, “we have or have had graduates at many of the major car companies including, most recently, at GM, Honda, Mitsubishi, Ford and Chrysler.” While many Pratt graduates work in the automotive industry, they also find careers in other industries. Nike hired a Pratt graduate after seeing her portfolio featuring models of designs that were made using BASF products. Another student designs watches at Fossil. Skalski estimates that nearly 75 percent of his students are working in their field within a year of graduation.

“Seeing the innovative models students create with our paints and primers is very rewarding,” said Chuck Soeder, Vice President, Automotive Refinish Solutions at BASF. “Hearing about their job opportunities after graduation is the icing on the cake! We are proud to see that BASF paints are making a difference for the success of the students now, and in the future.”
R-M® at Dakar Rallye

Steep terrain: The Dakar Rallye truck of the Petronas Team De Rooy Iveco – the victor at the finish – in the Chilean desert.

Powerful colors for powerful trucks

R-M®, BASF’s refinishing paint brand, supported Petronas Team De Rooy Iveco as technical sponsor during the 2012 Dakar Rallye – and made it to a podium position.
Petronas Team De Rooy Iveco celebrated an outright win in the truck class of the Dakar Rallye with first and second places going to Gerard De Rooy and Hans Stacey. The race covered a route of 8,500 kilometers and led from Plata on the Atlantic coast of Argentina through the Andes Mountains in Chile up to Lima in Peru. The Petronas Team De Rooy Iveco maintained an astonishing lead virtually throughout all fourteen stages of the probably most demanding rallye in the world, with Gerard de Rooy in the lead from stage four on.

R-M chose to be the technical sponsor of the De Rooy racing team to demonstrate the outstanding performance of the R-M GRAPHITE HD commercial refinish paint system. The paintwork on the high-performance race trucks had to be tough enough to withstand extreme weather conditions, salt and dust. Temperatures can range from minus 30 degrees at night to plus 40 degrees Celsius during the day. With GRAPHITE HD, R-M has developed a VOC-compliant product line for commercial vehicle applications that has proven its ability to withstand extreme conditions.

With its many years of experience in color work and its database with 50,000 GRAPHITE HD colors, R-M was able to match the very special Petronas green perfectly. The five race trucks and four service trucks were then placed in spray booths where they were subjected to a complex painting process.

"At first, we ensured that we could achieve consistently high paintwork quality on the wide range of different undercoat materials, such as metal, aluminum and plastic, using GRAPHITE HD WASHFILLER and GRAPHITE HD SURFACER," explained Richard Kamermans, R-M Key Account Manager in the Netherlands. The paint was applied to the primer in four stages: green, orange, white and black. The multi-color additive; GRAPHITE HD DECO, was used to reduce the required drying time for each layer of paint.

After all, when it comes to racing, everything is a race against the clock. The deadlines for this phase were so tight that the work was performed in four paint shops simultaneously which required special effort from the painters.

After the rallye, team leader Jan De Rooy said: “We worked very hard to ensure our trucks were optimally prepared for the Rallye Dakar and that included the paintwork! The entire team is thrilled to have achieved such a fantastic result and we thank our technical sponsors, including R-M Automotive Refinish Paints of course, for their support.”
R-M®, BASF’s refinishing paint brand, is launching its R-M Premium Partners initiative to support its customers in all aspects of their business.

Where does my shop stand compared to other businesses in the industry? How do I manage my staff? How do I plan a marketing campaign? These questions are more important than ever for bodyshop owners and managers. R-M aims to help its customers find the right answers to these questions and, in turn, promote long-lasting success for their business. To this end, a dedicated initiative has been launched: R-M Premium Partners.

All members of the initiative profit from exclusive seminars on topics such as business administration, staff management and marketing. The seminars are individually tailored to meet the customers’ needs. In addition, within the R-M Premium Partner initiative, R-M offers its customers group ISO certification for several members.

Florian Brandl, master spraypainter and bodyshop owner living near Garmisch-Partenkirchen, has already taken advantage of this offer. As a member of R-M Premium Partners, he attended a business administration seminar. “I think the offer is really great. Other suppliers talk a lot about their products, but when I have a specific question about my bodyshop, they don’t have any answers. At R-M, my contacts always come up with the right answer.” In the context of R-M Premium Partners, R-M also supports Brandl in remodeling his reception area even more customer-friendly and designing uniform advertising materials.

“The idea behind the program is to do even more for our individual customers. We want to be a valuable partner for them and help them secure their business for the long term,” explained Thomas Gmür, R-M Brand Manager in Europe. For this reason, R-M experts work with external partners to advise their customers on the best way to remodel a bodyshop and provide tips on lowering energy consumption and optimizing processes. In this way, the initiative reinforces the personal exchange between customers and R-M experts. Once a year, all R-M Premium Partners members are invited to a joint event where customers have the ideal opportunity to network and establish valuable business contacts.

R-M Premium Partners was first launched in Germany and Austria in late 2011. Plans call for further expansion of the program to other European countries. The launch in Belgium is set for this year, and plans for expansion to the Scandinavian countries are already in the pipeline. Membership in R-M Premium Partners is open to any bodyshop for a nominal annual fee.

More information
JAPAN’S BEST PAINTER 2011

Takashi Kumazawa from Auto Service Nakakita won the “2011 Best Painter Contest” in Japan, a demanding competition for spray painters who use BASF’s R-M® automotive refinish coatings system.

The aim of the contest is to support and encourage R-M users to pioneer the use of waterborne systems, especially among painters who wish to improve their professional skills and among those business managers who support more environmentally friendly bodyshop operation. The winner was selected from a total of eight finalists. “I did all my best in the two–day competition and the encouraging results gave me the confidence to keep working,” remarked Kumazawa.

At the same time, Kenji Sugawara, one of the finalists, was selected to represent Japan at the international R-M Best Painter Contest, which is open to young painters aged 30 and under. The international R-M Best Painter Contest will take place in France in October 2013. Sugawara said, “As representative from Japan, I will do my best in France.”

The 2011 Best Painter Contest in Japan was judged on the basis of a written examination (on products, coating processes, color expertise, troubleshooting, topics related to environment, health and safety), blending, efficient coating, color matching and color inquiry, all in relation to R-M Onyx HD, a waterborne automotive refinish coating solution.

“This competition showcases outstanding spray painting skills when using R-M waterborne systems, as well as the up-and-coming talent in our automotive refinish market. Expertise goes far beyond mere paint application, and also includes color-matching and trouble-shooting capabilities,” remarked Katsuhiko Kubota, head of Automotive Refinish Coatings Solutions, BASF Coatings Japan Ltd. “A passion for the trade as well as an awareness of the environment are also important qualities required of professional painters,” he added.

Several young spray painters from the Tohoku community, which is affected by the Great East Japan Earthquake, were also invited to join the contest. The contest’s entry fees were donated to support the relief work by the Japanese Red Cross Society. “Through this painter contest, we hope to encourage and support the rehabilitation efforts,” Kubota said.
Suvinil in West Africa

Countries display their colors

With Suvinil, BASF now also offers decorative paints in West Africa.

Bright green, brilliant pink and deep red. Home owners in West African countries such as Ghana and Nigeria just love powerful colors. The colorful façades have to withstand a great deal in the West African climate. While at night, temperatures rarely drop below 20 °C, they can be accompanied by 90% humidity. On top of that, twice a year, the rainy season does a number on the color of the buildings. Suvinil® brand decorative paints now also offer longer gloss and protection for houses in West Africa.

The paints from Suvinil, Brazil’s market leader, successfully defy a similar climate in South America. “Suvinil is extremely well suited for the temperatures and rainy seasons in West Africa,” said Jörg Lenz, head of New Business Development at BASF Coatings. “Our customers here have a similar penchant for the powerful colors we have had such good experience with in Brazil.”

The BASF Group has developed a new business strategy with a stronger focus on the entire African continent. For a long time, the potential of the African countries was underestimated. In the meantime, the economic growth of Africa as a whole parallels that of India and thanks to the rising urbanization and population numbers, a new, young middle class is becoming established. Its representatives are focusing their investments on their own homes and cars. In order to present these customers in Africa with a multifaceted range of products from the overall BASF portfolio, BASF Coatings is closely collaborating with the other divisions.

The value of the principle “I know someone who knows someone” for successfully launching Suvinil in Africa is something Pierre Amblard knows first hand. He is responsible for market development for the Africa Region at BASF and has lived and worked for BASF in South Africa, Cote d’Ivoire and Senegal for a total of over ten years. This experience allowed him to consult his personal contacts in order to find distribution partners for Suvinil in West Africa.

One of them is Nesstra Services, which has approx. 1,500 employees throughout Africa and maintains around 400 sales offices. The family enterprise has specialized in mattresses in Ghana and also does a brisk business selling Suvinil paints in the country. After all, customers who come in to buy a bed often think about repainting their house. “Our cooperation with Nesstra is a great example of ‘best practice,’” Lenz said. “The company has very good contacts all over the continent. These days, anyone who has anything to do with construction in Ghana has heard of Suvinil.” The next step involves long-term expansion of the business. BASF is already reviewing initial plans for launching Suvinil in North and East Africa.
Suvinil in South America

Trends 2012

Palettes with innovative color combinations help consumers visualize entire environments.

Suvinil®, BASF’s decorative paint brand and leader of Brazil’s premium segment, has once again used its creativity to present colors that will dictate the 2012 trends in a new and different way. In three themes, the colors have been combined in different proportions and united on palettes with two to six colors, exciting the imagination of consumers, making it easier for them to visualize the space they wish to transform.

“Trends 2012” are aimed at inspiring and simplifying the consumer’s choice. Designed to meet the mood of each theme, the color palettes are simple and harmonious. The combinations of all colors allow you to imagine the space in its entirety, complete with furniture and objects,” explained Ana Kreutzer, Suvinil’s Color Designer.

Suvinil’s research on annual trends includes behavioral and aesthetic studies, conducted both in Brazil and abroad. This year’s research yielded a selection of 30 colors, based on the three distinct themes “I.Material,” “Essential” and “Decorative” and composed of five palettes with individual color combinations.

A concept entitled NÓS (“we unite”) serves as the backdrop for the three themes of Suvinil’s 2012 trend. “Society is going through a transition period. We have observed that individuals are opening up, placing themselves at the disposal of the group. A new type of community exists – the ‘urban islands’ – in which there is a greater interaction with public spaces and where people feel that they are part of the whole and are equally responsible for it,” Kreutzer reported.

I.Material: Inspired by contemporary urban architecture that expresses instantaneous information, perceivable in the diverse colors and structures of the city, this theme contains mainly vibrant colors, applied in contrasting blocks in grays, such as Coal and Nickel. “The vibrant colors cut through the gray of the cement, capturing our attention for messages of joy and optimism, while at the same time expressing the creative era we live in,” Kreutzer explained.

The following colors belong to the palettes of this theme: Sailboat, Flag Green, Bubblegum Pink, Candy Grape, Chrysanthemum Yellow, Pool Blue, Nectarine, Red Rose, Lapis Lazuli and Virgin Forest.
Suvinil in South America

**Essential:** The goal of this theme is to conjure up environments composed of objects and color combinations harking back to the very roots of mankind, resulting in surprising scenarios. Objects related to primitive life, like pulp, bark and roots, evolve into modern objects such as chairs, benches and wicker baskets that can harmonize with colors reminiscent of earth, roots, herbs and fruits, contrasting with tones of pink and violet and contributing a delicate touch. “Stones and metals, furs and leather make up this cave landscape, which identifies the new experiences of luxury in hotels and spas,” the brand’s color designer reported.

The palettes of this theme contain the colors Tight Skirt, Cello, Mate Tea, Nectarine, Red Rose, Tangerine, Bubblegum Pink, Plowed Field, Colored Cotton, Valerian Flower, Koala, Golden Grass and General.

**Ornamental:** This theme focuses on the concept that the world and real life are the greatest inspiration for the human being. Household decoration has a balance of clean and fresh tones that neutralize large spaces, intense and bright colors that highlight details and a variety of colors in small proportions. In one of the five suggested palettes in “Ornamental,” colors such as Pool Blue and Maragogi Sea appear with the aim of conveying a feeling of wellbeing and freedom.

“In this design, a transformation of color translates shapes of yesterday into objects of tomorrow. Unusual combinations, such as pale wood, cork and colored acrylic, are incorporated into light metallic and tubular structures. Simple forms in clear and soft colors emphasize the juxtaposition of materials with contrasting textures such as ceramics and wood,” Kreutzer explained.

The colors of the palettes of this theme are Pool Blue, Fire, Cream Dream, Chrysanthemum Yellow, Love Film, General, Virgin Green, Kuala, Valerian Flower, Transatlantic, Flag Green, Crème Brûlé, Red Rose and Quero-Quero.
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