



Joint News Release

BASF and Landa partner to create revolutionary pigments for automotive coatings

- The alliance combines BASF innovations with Landa nano-pigment technology

NUREMBERG, GERMANY, April 4, 2017 – BASF and Landa Labs announced their strategic long-term partnership today at the European Coatings Show (ECS) in Nuremberg, Germany. Under this exclusive agreement, BASF will employ Landa’s revolutionary nano-pigment technology in a new portfolio of easy dispersible ultra-high transparency pigments marketed under the Colors & Effects brand. This groundbreaking development will offer unprecedented color depth while significantly simplifying the production of automotive coatings.

“We are very excited to partner with Landa in this cutting-edge venture,” said Alexander Haunschild, senior vice president, pigments, BASF. “We see the remarkable impact that Benny Landa and his company are having in the printing industry and are proud to bring this amazing technology to our customers in the automotive coatings market. This long-term collaboration demonstrates our commitment to differentiate our customers’ business by bringing new technology to demanding markets.”



Alexander Haunschild
SVP, Pigments, BASF



Stefan Suetterlin
VP of Global Business
Management, Pigments, BASF



Benny Landa
Chairman, Landa Group

The Landa nano-pigment technology – originally developed for the printing industry – allows BASF to introduce a new generation of Colors & Effects pigments with the highest quality consistency for the final automotive coating. The smaller size and narrower particle distribution leads to a thinner, higher chroma coating.

“We are proud to establish this global partnership with BASF and its Colors & Effects team,” said Benny Landa, chairman of the Landa Group. “By combining our technologies and expertise, we can provide fantastic new products to the automotive coatings market. This synergistic alliance has the potential to disrupt the market.”



BASF will employ Landa’s revolutionary nano-pigment technology in a new portfolio of easy dispersible, ultra-high transparency pigments for water-based automotive coatings.

“This is an industry first,” said Stefan Suetterlin, vice president of global business management, pigments, BASF. “For decades, our customers have been looking for an advancement like this in the industry. Using this technology will allow us to create new products for automotive coatings and we are excited to announce this today at the European Coatings Show.”

BASF will present further pigment innovations at their booth at ECS, located in hall 7A, booth 724. More information about BASF at ECS can be found on [the Colors & Effects website](#).

About the Colors & Effects brand

The Colors & Effects brand encompasses BASF's well-known expertise in colorants and effect pigments for the coatings, plastics, printing, cosmetics and agriculture markets. Fueled by entrepreneurial spirit, BASF's experts enable innovation and growth. For our customers and our company: We live colors. We boost effects. For more information about the Colors & Effects brand, visit www.colors-effects.basf.com.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.

About Landa

Headed by Indigo founder, Benny Landa, the Landa Group is comprised of four units: Landa Labs, the group's innovation arm, which explores nanotechnology for use in alternative energy, industrial coatings, cosmetics, packaging, drug delivery and other fields; Landa Digital Printing, whose Nanographic Printing® presses bridge the industry's "Profitability Gap", cost-effectively combining the versatility of digital with the qualities and speed of offset to produce short-to-medium runs with the lowest cost per digitally-printed page in the industry; Landa Ventures, which invests in early stage companies with complementary disruptive technology; and the Landa Fund, which helps underprivileged youth pursue higher education. Benny Landa continues to add to his portfolio of over 800 patents worldwide that provide the companies he founded with a solid intellectual property base. For more information, visit us at www.landalabs.com, www.landanano.com, www.landaventures.com.

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