

Coatings Partner

E-journal 1/2010

Color trends worldwide

Coil coatings in Europe

New decorative paints
brand in China

 **BASF**

The Chemical Company

Dear readers,

We are starting out the new year full of energy and optimism. Though the markets remain troubled, we are not swerving from our clear course.

Early on we began laying the foundation to achieve long-term growth, a strong regional presence and innovative products and services. Just a few weeks ago we opened a new Refinish Competence Centre in Münster, one of the world's cutting-edge training facilities for refinishing technicians. What are the automotive color trends of the future? To find out, read our region-by-region trend report.

There is a lot happening with architectural coatings, including our market entry in China last December. In Europe, RELIUS has opened new service centers to move closer to customers, and in South America, a product offensive is helping Suvinil to consolidate its leading position in the market.

Our customer magazine continues to evolve as well. This is the first time we're publishing Coatings Partner in the form of an e-journal. Background information on this move is provided on our new website www.coatingspartner.com.

I hope you will have a good time reading this first Coatings Partner e-journal.



Raimar Jahn

CEO of BASF Coatings AG and
President of the BASF Group's Coatings Division



Innovative

- 3 **Car paints of tomorrow**
Automotive color trends in Europe, North America and Asia
- 6 **ColorCARE®**
Color harmony with effect paint
- 7 **Trendsetter**
R-M® celebrates 90-year anniversary
- 8 **Long-term strategy**
RELIUS position improving despite the crisis

Cooperative

- 9 **Training pays**
New Refinish Competence Centre in Münster sets a new standard
- 10 **Promising**
New major customer in Turkey
- 11 **Coil coatings in Eastern Europe**
New partnership with Alutech in Belarus

Global

- 12 **Growing together**
Worldwide cooperation with Kia Motors
- 13 **Environmentally friendly**
BASF launches new decorative paints brand in China
- 14 **Product offensive**
Suvinil® consolidates market leadership
- 15 **BASF's coatings business worldwide**
Products, markets, locations

Printing details





Automobile color trends

Trends come and go. Fashion, music, lifestyle and furniture are key trendsetting factors, but major events like a change of government or an economic crisis or even inventions can also influence what is currently IN or OUT. “Things are definitely not black and white nowadays,” say color designers **Eva Höfli** and **Mark Gutjahr**. Colors are being used as support to help process and work through the crisis.

Optimistic North America

North America is slowly recovering from its greatest economic crisis since 1929, and optimism is reviving. But the last several months have changed people in that region, who are now more careful in making decisions than before the crisis. BASF color designers Holly Steward and Sandra Mathia based in Southfield (Michigan/USA) have created an array of colors that picks up on this mood – tones reflective of heightened ecological awareness and an interest in sustainable

Individualistic Europe

The color spectrum for Europe is all about individualism. What will the future hold? BASF color designers Eva Höfli and Mark Gutjahr see three primary trends. Environmental issues will become more important. The former environmental activists today also value ecological, comfort and individualistic aspects. In the **Stewards of the Earth** trend segment, sensual pastels from a grayish apricot to a yellowish beige are highlighted. Green is developing into warm color areas.

Down-to-earth Asia

The economic situation is also influencing the color trends of the Asia Pacific region. People are seeking to reorient themselves, and thus prefer more conservative, neutral colors like white, silver, gray and black. These are refined with subtle sheens, emotionally laden color transitions, luster and three-dimensional images of great depth, heaviness and density. Cheery colors to drive away negativity make up the second color spectrum.

What color trends have the BASF color designers identified for the three regions North America, Europe and Asia Pacific? [Here's an overview:](#)

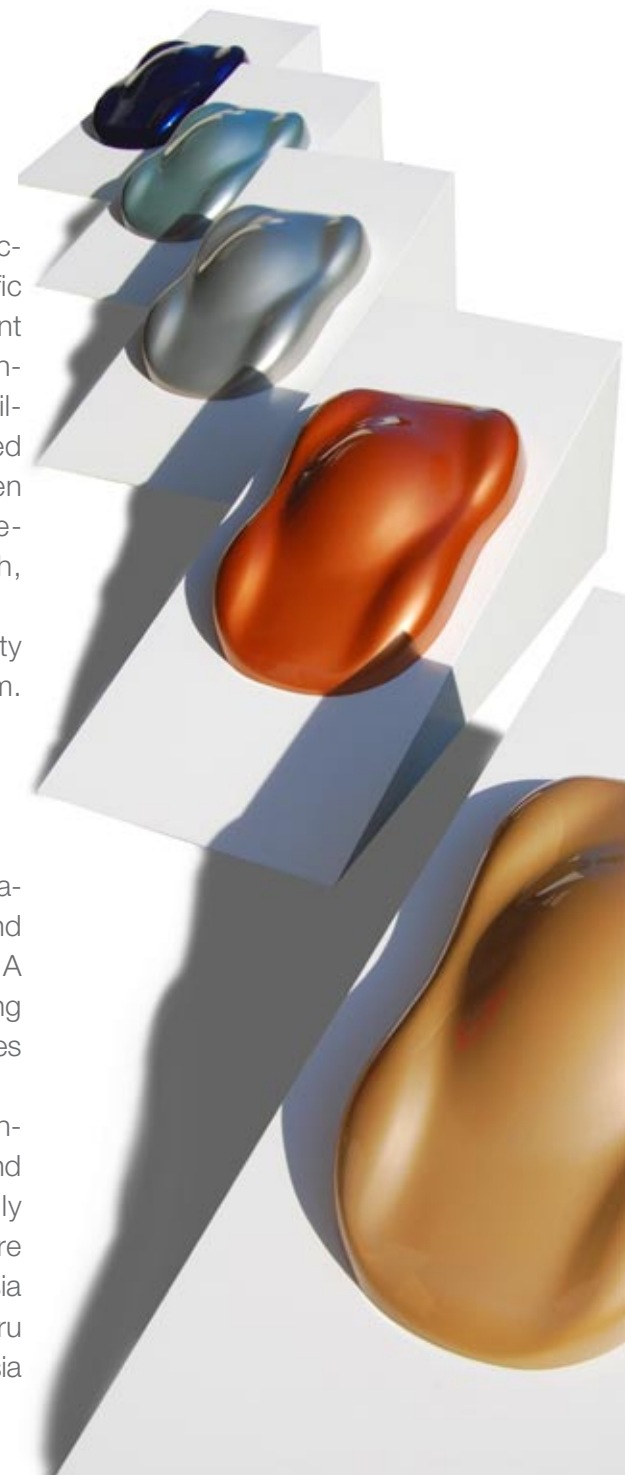
solutions for the environment. The collection is entitled: **In Touch**.

Human Touch is a color range of trendy blue tones, only moving greener with subtle travel, lending an air of steadfastness, longevity and a touch of contentment. Elegant, timeless designs characterize the **Touch of Class** color range, involving principally matte white surfaces and bright effects. **Touch and Go** is the range of active colors for the young and young at heart. Aqua and turquoise freshen the scene; gold is spun with peach hues.

The second trend segment is entitled **Fun with Experimentation**. Young people love daring colors like poisonous yellows and red/pink combinations that grab your attention through chromatic color shifts. The third trend segment is called **Beyond Silver**. Futuristic metals are an area where science and technology are advancing. Extremely bright sparkles are key effect elements that go beyond a classic metallic look. Dark and toned silver, black with prominent color gradients and striking deep black also populate this trend segment.

These include blue, reminding one of water, the quintessence of life, and pink and red, expressing affection and passion. A folksy brown attracts attention, referring to identity, rootedness and the energies of the earth.

“We will probably be seeing dimensionally lively colors symbolizing emotion and green technology on environmentally friendly compact cars, of which there will be an increasing number in the Asia Pacific region in the future,” says Chiharu Matsuhara, chief designer at BASF’s Asia Pacific color design center.



Tracing the trends

An interview with BASF color designer Eva Höfli

Ms. Höfli, as a color designer for an automotive paint manufacturer, why do you attend fashion shows?

When we develop a collection, we always start by looking for the trends of the future. We ask ourselves what new colors and styles are up-and-coming? Sometimes we find the answer to these questions at textile trade shows, but we find them other places as well. Furniture and design trade shows are also a good source, as well as newspapers that deal with a wide variety of subjects.

What do you do then with your findings?

We gather image material into collages which we take to our color developers, who turn our ideas into paints. We designers examine the painted sample panels. If the color does not fully meet our expectations it goes back into development, where other effect pigments may be mixed in for example. At the end of this phase, our trend collection is ready to be presented to carmakers in Europe.

How long does it take for a trend color from your collection to appear on a car rolling off the line?

Once a carmaker has decided on a color from the trend collection, it takes a least two or three more years before it will be used in line production. The paint has to be adapted to customer requirements and undergo extensive testing to document its properties. It must withstand any weather conditions as well as other challenges, such as resistance to chemicals and natural/biological agents, like bird droppings. Only when a paint has passed these tests is it cleared for use on line-produced vehicle bodies.

Are there different color trends for women and men?

There definitely are. When buying a car, women are more interested in safety and looks, which includes a greater interest in color.

Men are more focused on technology and engine power. The increasing buying power of women drivers in recent years and the fact that cars are no longer seen as a male domain have had a great effect on color trends. While black and silver used to dominate, now the trend is to warmer, pastel-like, almost 'feminine' colors. Even pink, which used to be a 'no-go' for cars, can now be seen on a few smaller cars around town.

Are color trends transferable to other regions?

As a rule, every region has its own color trends, because it has its own culture. Nevertheless, there may be some areas that overlap. We are seeing similarities for example in Europe and Asia. White has long been trendy in Asian countries like Japan, and started becoming more popular in Europe about a year ago. Black is also popular in Asia – as it is in Europe. One mustn't forget that even within Europe, preferences aren't the same. People in the southern countries such as Spain like bright colors more than Northern Europeans.

Measuring the sparkle

The latest version of the ColorCARE® ToolBox software provides new functionalities to ensure color harmony for effect paints used in car production.

The role played by emotions in car-buying decisions is not to be underestimated. That is why carmakers need specially designed, boldly expressive effect paints to make vehicles unique. Sparkling effects are becoming increasingly popular because they allow a car to be seen 'in a new light' every time you look at it.

Yet this constantly shifting glitter effect poses problems for the conventional method of color measurement. Color measuring is imperative because the color of car parts produced and painted by suppliers must precisely match the color of the car body. Measurement device manufacturer BYK-Gardner has responded to the glitter-effects challenge by developing the new BYK-mac, a device capable of multi-angle color measurement. It features a built-in camera that photographs the

paint in different lighting situations in order to characterize the sparkle. The combined information on the color and sparkle provides the detailed data necessary when effect paints are involved. BASF integrated these new functionalities into the 2.2 version of its proven color management software ColorCARE ToolBox released in late 2009.

“Customers are now able to use the ColorCARE ToolBox in the accustomed manner to measure and analyze effect paints as well,” says Dr. Thomas Kantimm, head of the BASF Color Science Lab in Münster. “The ColorCARE ToolBox is thus now equipped to remain the standard for color measurement and color matching control in automotive OEM coating.”

✉ info@colorcare.net



Dr. Thomas Kantimm, head of the BASF Color Science Lab in Münster, with the new BYK-mac spectrophotometer and the color management software ColorCARE ToolBox.

2009

90th anniversary



1919



1948



1981



Driven by innovation

R-M® was founded 90 years ago in the city of Detroit with the goal of becoming the premium paint brand in the automotive refinish industry. Innovations have been an integral part of the company ever since, and have given it its leading position within the industry.

Superior quality and easy-to-apply refinish paint has always been the secret of R-M's success since the brand was established in **1919**. Cadillac saw the value in its products as early as **1926**, when it ordered its first batch from R-M. In the early **1930s**, R-M developed the world's first metallic colors for the automotive industry, and in **1948**, the Tintometer revolutionized color mixing as the first basecoat mixing system.

Another chapter of the success story began in **1963** in Europe when R-M opened its research, development and manufacturing facility in Clermont, outside Paris. The DIAMONT basecoat system was created there in **1981**, and was to quickly become the worldwide industry standard. In **1986**, the premium brand R-M was integrated in the BASF Group. Colormaster was born in **1995** and is now the world's leading color

identification tool. R-M was the very first refinish paint company to make it possible for customers to conveniently access over 100,000 color formulations and the relevant technical information using the Internet.

R-M is committed to putting the customer and the environment first, as reflected in its introduction of the VOC-compliant waterborne basecoat system ONYX HD and the UNO HD solid color system. In **2003**, the CARIZZMA colors took the US designer paint market by storm, and in **2008** they became the first VOC-compliant custom paint system to catch on in Europe. CARIZZMA provides

tuning specialists and finishing technicians with an almost limitless range of colors and effects.

 www.rmpaint.com

RELIUS expands position

Long-term strategy paying off – despite the crisis.

“In the crisis-wracked year of 2009 we performed excellently compared to our competitors,” says RELIUS managing director Martin Wulle, looking back. RELIUS sees its new long-term strategy as the reason why. It includes the optimization of distribution, communication and customer service as well as consistent product and system innovations. The 25 RELIUS service centers in Germany are the key to this strategy. As logistics, pick-up and advisory locations for painting professionals, the centers are conveniently located, have adequate parking, dedicated loading zones and well-planned interiors.

Metallic plasters are a new addition to the product range in response to interior design trends, and they help lend rooms



Fast and reliable: Paint mixing systems at RELIUS service centers.

with metallic flairs a quality of high-end individuality. RELIUS Metallics is a synthetic resin bonded interior plaster with a visible grain structure suitable for all interior substrates.

RELIUS Acrylor façade paints have been improved. **Acrylor NanoTech** (100 percent

pure acrylate) is the premium paint for new construction and renovation. It is suited for areas with a high soiling tendency, at high risk of biological fouling and exposed to harsh climatic conditions. Nanostructured metal oxide particles reduce the degree of soiling, increase light-resistance and enhance bio-static properties.

Also new are Acrylor Classic, the universal paint for new construction and renovation, and **Acrylor Compact**, the compact façade paint for cost-effective renovation. “With our innovative products and service centers, we are well positioned,” concludes Wulle. “Close integration in the BASF Group’s construction chemicals business and market leadership in Brazil with our premium brand Suvinil are also major assets.”

🌐 New website: www.relius.de/en



Top-flight training

Glasurit opens a modern training and competence centre for refinishing technicians in Münster.


Since September 2009, Glasurit®, one of BASF's premium refinishing brands, has enjoyed one of the world's most cutting-edge training facilities for automotive refinishing. Two spray booths and a drying oven constitute the core of the new Refinish Competence Centre (RCC), where every aspect of refinishing from A to Z can be demonstrated on entire vehicles. Minor paintjob blemishes like scratches are fixed at multi-workstations in no time flat.

Body shop and paint shop personnel can choose from a broad array of seminars with topics ranging from color identification to fixing micro-blemishes. Following

the principle of 'Train the Trainer', Glasurit National Head Trainers and technicians receive training on how to pass on their skills to customers and employees in their home countries. The RCC provides both Glasurit and prominent equipment providers and suppliers with a platform for introducing innovative techniques, services and products. "Automotive refinishing is highly technical and sophisticated work," says Jürgen Book, Customer Service Manager. "For Glasurit it is important to raise the level of competency. Worldwide." The Glasurit's global training network spans 36 training centers with 65 National Head Trainers.

About 3.5 million euro was invested in the new RCC, which provides around 2,000 square meters of floor space. The existing 25-year-old center, which had set the standard back when it was originally built, was renovated and expanded for the new facility.

 [The opening of the RCC in Münster on video](#)

 [Glasurit RATIO Scan II on video](#)



New key account in Turkey

BASF Coatings signs multi-year deal with Universal Metal in Gebze.



Since July 2009 BASF has been Universal Metal's main supplier of coil coatings, providing coating materials for both the existing and the new paintline, which will be started up soon. Founded in 1997, Universal Metal is now the leading manufacturer of coated metal bands in Turkey. The company plans to produce more than 100,000 metric tons of precoated metal per year for the construction, facade and roof segments as well as the consumer and automobile industries. The range of products BASF supplies to Universal Metal comprises COILTEC® primers, POLYCERAM® and FLUORO-

CERAM® topcoats and COILBACK® backcoat. "BASF is not just a supplier for us, but rather a partner who supports us in the areas of product development, marketing and service," says company owner Osman Yazici. "The partnership is evolving in a very promising manner."



»BASF is not just a supplier for us, but rather a partner.«

Osman Yazici,
owner of
Universal Metal

The BASF representatives Uwe Pelchen, Coil Coatings Sales Europe, and Gianfranco Corvi, Sales Manager Italy, were satisfied after the agreement had been signed. "Now the real work begins, and the entire team in Burago is looking forward to it," Corvi said. For BASF in Italy, this is the first new large-scale order it has secured since business has become so tough due to the economic crisis. Pelchen explained, "Managing to get an agreement like this one in such difficult times is a fantastic team achievement. We offer more than the right price and product. For our cus-

tomers Universal Metal, we put together a package of service, quality and competitive costs."

The next visit to Universal Metal was all about service, and discussions centered around such issues as process optimization, workflow and quality enhancements and marketing ideas. Universal Metal's aim is to spread the word about the new partnership with BASF and its product array, to more firmly anchor its Coatcoil brand in the marketplace.

 www.universalmetal.com.tr



New partnership with Alutech in Belarus

BASF expands coil coatings business in Eastern Europe.

Coil coatings provide decorative accentuation for everything from interior and exterior façade elements to household appliances and blinds. The coil coating technique, in which metal and aluminum strips are continuously coated and coiled up before further processing, is becoming increasingly popular worldwide. Demand for coil coatings is rising, especially in Eastern Europe.

BASF is thus responding by stepping up its involvement in this area, for example through the recently concluded partnership with the Belarus company Alutech located in Minsk, a manufacturer of roller shutters, garage and sectional doors and window sills. A new coil coating facility has just been started up in Minsk

with technical support from BASF. It is the first modern system of its kind operating in Belarus. The facility is primarily designed to coat aluminum for the production of roller shutter slats and boxes, but there are plans to additionally coat steel coils for other applications in future. BASF is the company's primary supplier of coatings, and the range includes the primer COILTEC® TOP Universal P CF, the backside coating COILBACK®, the new topcoat line POLYCERAM® Plus P and POLYCERAM® Plus U FT.

The new POLYCERAM® topcoats stand out for extraordinary flexibility on textured surfaces. The standard color range comprises white, beige, brown, gray

and silver, but there are more to come. Alutech praises the quality of the coatings, but also appreciates the professional support BASF provided when the new facility was started up in October 2009. The Alutech management hopes that the company's collaboration with BASF Coatings will continue to grow and expand in future.

 www.alutech-company.com

Growing together

BASF is a partner in the Kia Motors after-sales network.

BASF Automotive Refinish products and methods have been used for many years by repair centers in many countries to restore and repair Kia automobiles. In September 2009, BASF and Kia signed a global agreement which confirms that BASF will supply Kia Motors directly with training service packages adapted to local needs and requirements. BASF now assists in training hundreds of employees working at Kia Motors' paint and body shops. The primary objective is for technicians to learn to restore a car's paint job to the original Kia condition following an accident in order to meet the high quality demands of Kia Motors.

"It is an honor for us to have this global agreement with Kia Motors. By working more closely together in the field of automotive refinish solutions, and by offering our experience and support, we hope that both companies can continue to prosper in the evolving global market," said Kenneth Marshall, BASF's Regional

Business Director for Automotive Refinish & CTS Solutions in Asia Pacific. "Autobody repair and refinishing is a highly sophisticated process that needs world-class solutions to ensure the best quality. It's all about providing the best support possible to the person who's painting your Kia, meaning that Kia owners around the world will be assured their Kia has a finish just as good as before the accident."

BASF solutions help repair shop owners achieve the best possible repair quality quickly - with great products and through innovative color matching tools. For example, BASF's best-in-class color software for managing a paint shop can work with a spectrophotometer to help scientifically match colors at a level that will satisfy the most demanding artist's eye. BASF consultants also work with repair

shop owners and staff to identify opportunities for improvements. BASF is a leader in waterborne basecoats and has nearly two decades of experience in helping customers utilize this environmentally friendly alternative. Body and paint shops all around the world rely on BASF technologies to meet or exceed regulatory environmental standards.

 www.kia.com





Environmentally friendly

BASF launches new decorative paints brand for China market.

NORBIN™, BASF's new brand for exterior and interior decorative paints has been developed locally for China, a market where environmental and product performance such as weather resistance, washability, dirt pick-up resistance and high color fastness are important considerations. Backed by BASF's rich resources in R&D, NORBIN is poised to be a pioneer paint brand that meets various kinds of needs in China's construction industry. One important factor is that according to a test report by an official Chinese testing institute, NORBIN R1, one of the NORBIN product lines for interior applications, does not contain any detectable volatile organic compounds (VOCs).

“With rapidly improving living standards and growing environmental awareness among consumers, China's building and construction industry increasingly demands the most advanced solutions for high performance, safety for painters and end users, durability, easy application and visual attraction,” said Markus Burri, Group Vice President of BASF's Asia Pacific Coatings Division. “We are confident about the potential of eco-efficient coating products in this market, and BASF's R&D resources are committed to providing the latest coatings technology to meet China's needs.”

BASF has established an R&D Center in Shanghai's Caohejing High-Tech Park. This R&D Center joins forces with BASF's global coatings R&D network to provide tailored solutions for the Chinese market. De-

veloped and produced in China, for China, NORBIN rides on BASF's most advanced portfolio of coatings technologies and the company's long-standing experience in sustainable coatings solutions.

“While BASF has long provided high quality materials and solutions for the coating industry in China, the launch of NORBIN and its local production in China will provide a fast track for Chinese end users to benefit from BASF's advanced coatings solutions tailored to sustainable construction,” said Johnny Kwan, Chairman of BASF's Greater China Country Board.

For more information please contact Stanley Cen, zhongzhe-stanley.cen@basf.com

 www.greater-china.basf.com



Big news from Sugarloaf Mountain ...

Suvinil® has launched a product offensive in Brazil.

Thanks to both newly developed and optimized existing coating systems, Suvinil was again the architectural coatings market leader in 2009 in South America's largest country. The company's latest innovation, **Suvinil Spray "multi uso"**, played a role in this success and was developed especially for the needs of artists, decorators and paint contractors. It is suitable for all types of metal, paper, wood, clay and plaster, and is available in 19 colors as well as a high-gloss finish. Each spray can features a ring on top indicating the color

of the paint in the container. Suvinil is the only spray paint supplier in Brazil to offer this type of identification ring. The 20 colorful illustrations designed especially for this line of spray products are also instrumental in reinforcing brand recognition.

Existing products have been optimized for user-friendliness and performance. The packaging for Suvinil floor paints and coverings has been redesigned and helpful usage instructions were added to the product descriptions. Developers made Suvinil floor paint more resistant, with improved washability, adhesion and coverability. The paint is particularly well-suited for use in multipurpose gymnasiums and on cement and clay floors. The warranty was also extended

for these paint products and their yield increased.

Also part of the product offensive is a new ultra-protection coating that provides resistance to UV radiation, fungi and moisture, as well as a five-year guarantee on the sun filtering properties of the coatings. Products coated with these finishes were extensively tested in advance on the coast near São Paulo. "We are constantly investing in research to ensure our ability to meet customer requirements. We develop quality products that make interior design and renovation easier and more efficient," says Francisco Verza, BASF Director for Decorative Paints and Automotive Refinish in Brazil.

 www.suvinil.com.br

We bring color to life

BASF is the world's leading chemical company: The Chemical Company. Worldwide, we help our customers to be more successful through intelligent system solutions and high-quality products. BASF has significant market positions in the coatings sector in Europe, North America, South America and the Asia Pacific region.



■ COATINGS SOLUTIONS

