Colors attract, effects sell
BASF pigments for the printing and packaging industry
Global solutions, world markets, local presence

Serving the needs of the printing and packaging industry. Wherever you are.

BASF is a world leader in actively enhancing production processes and products within the printing and packaging industry. With customers around the world, six international “Verbund” sites and 380 production sites worldwide, BASF is a truly global player.

The German word “Verbund” is one of the main sources of our competitive advantage. It means “network” or “compound structure” and describes the way that all aspects of our business are integrated to maximize operational efficiency. Our six global Verbund sites interlink group-wide sourcing, manufacturing, energy, logistics and infrastructure to optimize production output, streamline logistics and reduce energy and resource consumption.

BASF’s Dispersions & Pigments division is typical of how this approach adds value. By bringing all parts of the production process together – from R&D to logistics and servicing – we are able to offer end-to-end solutions for the printing and packaging industries from a single source. Whether you need pigments, resins or additives, we have a complete and integrated product portfolio for you to choose from.
With a history stretching back to 1865, BASF is today the world leader in high-value chemicals, plastics and performance products. In addition to our technical expertise and product range, our specialized and culturally diverse cross-functional teams provide you with innovative solutions while also offering local service and support on the ground. BASF is committed to reducing environmental impact and increasing safety in all aspects of our operations. In addition, our extensive industry experience means that we can even work with you to help optimize your own production and supply chain processes.

When you need a reliable and consistently high-quality source of added value solutions for printing and packaging, at BASF, we create chemistry.
Colors attract, effects sell.

BASF pigments
Solutions for a sustainable environment

BASF is dedicated to creating eco-friendly, sustainable solutions. Our goal is to design products that help the global printing industry to comply with all necessary legislation while maintaining a high level of product performance.

As an example, BASF has developed a special metal-free blue phthalocyanine pigment for use in biodegradable packaging.

BASF has been committed to environmental and sustainable solutions. For this reason, we have been signatories of Responsible Care® since 2006. This is a global chemical industry initiative aimed at achieving continuous improvements in performance in the fields of environment, health and safety.
Colors and effects for printing

Colors attract and communicate. Effects sell and bring sophistication. If you want to impress your customers, colors and effects make the difference between choosing one or another product. Visual effects differentiate and drive purchasing decisions.

We offer you a wide range of options to create visual effects. BASF offers a broad range of pigments, dyes, pigment preparations and effect pigments to the printing industry with focus on packaging, industrial and digital-printing applications. BASF provides color solutions to the formulation of many types of printing inks applied to all kinds of substrates and printing processes. They provide high color strength, transparency, good rheology and fastness.

The effect pigments from BASF create differentiation and provide you with many options to make your products more attractive. BASF supports you with innovative solutions and expertise that will help you to make your products even better and ensure your success.
Pigments for printing

A full range of colors and options for every type of printing ink

**Cinquasia®**
High-performance red, magenta and violet quinacridone pigments that combine high color strength, transparency, excellent fastness to light, weather, heat and chemicals and good dispersibility, suitable for aqueous, solvent-based and energy-curable printing inks.

**Cromophtal®**
High-grade range of organic azo-condensation, dioxazine and benzimidazolone pigments with high transparency and color strength, very good fastness to light, heat, solvents and chemicals. The Cromophtal® range comprises many color shades providing good rheology suitable for many applications such as water- and solvent-based as well as energy-curable inks for packaging, industrial and digital printing.

**Heliogen®**
Phthalocyanine blue and green pigments combine high color strength, good transparency and extremely good fastness properties for water- and solvent-based as well as energy-curable inks in packaging, industrial and digital-printing applications. With the exception of Heliogen® Blue D 7490, which is metal-free, all Heliogen® pigments are copper phthalocyanine pigments.
Pigments for printing

**Irgalite®**
The wide range of azo pigments combines excellent color strength, good transparency and rheology with relatively good fastness suitable for water- and solvent-based as well as energy-curable inks for packaging, industrial and digital printing.

**Irgazin®**
High-performance red, orange DPP and yellow isoindolinone pigments characterized by their outstanding weathering resistance, highly suitable for applications where resistance to extreme conditions, top quality coloristical and tinctorial properties are required. Suitable for water- and solvent-based as well as energy-curable formulations for all types of printing inks.

**Paliotol®**
High-performance organic yellow pigments from greenish to reddish shades, mainly based on quinophthalone and isoindoline chemical classes. With excellent fastness and good rheology, Paliotol® pigments are the high-performance solutions for various for water- and solvent-based as well as energy-curable inks in all kind of printing applications in particular suitable for digital printing.

**Paliogen®**
High-performance red and black perylene, blue indanthrone and red anthraquinone pigments that combine high color strength, transparency, excellent fastness to light, weather, heat and chemicals, suitable for specialized printing inks applications.

**Fanal®**
Fanal® pigments are lakes of basic dyes with inorganic complexing acids that give access to spectacular shades. They have high color strength, brilliance and outstanding chroma and are compatible with polyamide resins. Fanal® pigments are used in solvent-based and radiation-curing packaging inks. They are also suitable for offset spot color inks, matching Pantone® shades. Good flow, high gloss, high transparency and brilliance.
Colors attract, effects sell
BASF pigments
Dyes

The brilliant solution
Solvent- and water-soluble dyes for the printing industry with high brilliance and excellent solubility.

Orasol® – solvent-soluble dyes
BASF offers a range of high-grade dyes under the brand name Orasol®. These are metal-complex dyes in powder form that are readily soluble in a large number of organic solvents. Orasol® solvent-soluble dyes give rise to intense colors with high transparency and high chromaticity. Solvent-based printing inks with Orasol® dyes can be used in all kinds of printing technologies and applications. They can be applied to most substrates. When applied to metal foil or transparent films, Orasol® dyes give excellent brightness, transparency and color depth. You can create stunning effects when used in combination with metallic or pearlescent pigments. Many Orasol® dyes combine these attributes with good light fastness.

Basacid® water-soluble dyes
Basacid® are high-purity, water-soluble dyes intended for aqueous inkjet inks. They offer vibrant colors and excellent tinting strength for exceptional photo-quality printing.
Orasol® dyes and Fanal® lakes for solvent-based inks

Orasol® Yellow 141 (SY 81)
Orasol® Yellow 157 (SY 82)
Orasol® Yellow 159 (SY 88)
Orasol® Yellow 190 (SY 89)

Orasol® Orange 247 (SO 11)
Orasol® Orange 251 (SO 51)
Orasol® Orange 272 (SO 99)

Orasol® Yellow 078 (SY 146)
Fanal® Green D 8330 (PG1)
Neptun® Yellow 675 (SB 136)
Fanal® Blue D 6393 (PB 1)
Fanal® Blue D 6398 (PB 1)
Fanal® Blue D 6340 (PB 1)

Orasol® Orange 247 (SO 11)
Orasol® Orange 251 (SO 51)
Orasol® Orange 272 (SO 99)

Orasol® Black X45 (SBk 28)
Orasol® Black X51 (SBk 27)
Fanal® Blue D 6393 (PB 1)
Fanal® Blue D 6398 (PB 1)
Fanal® Blue D 6340 (PB 1)

Basacid® dyes

Basacid® Yellow 093 Liq. (AY 3)
Basacid® Yellow 166 (DY 169)
Basacid® Blue 762 Liq. (DB 199)
Basacid® Black X40 Liq. (AB 194)
Basacid® Black X36 Liq. (NA)
Basacid® Black X35 Liq. (NA)
Basacid® Black X34 Liq. (NA)

Basacid® Red 495 Liq. (RR 24:1)
Basacid® Magenta 505 (NA)
BASF offers you selected ranges of pigment preparations completely suitable for the formulation of printing inks. Easy to use and incorporate, they eliminate the pigment grinding process and save you time and costs. Take it easy... With BASF dispersions!

**Microlith®**
Where transparency, quality and easy dispersibility meet...

Microlith® solid pigment preparations are based on high-grade organic pigments of various chemical classes as well as titanium dioxide and carbon black, pre-dispersed in specific resin types suitable for all common ink binder systems. Thanks to their small particle size and extremely narrow particle size distribution, these pigment preparations exhibit superb color strength and yield inks with outstanding gloss and transparency. Microlith® preparations are easy to incorporate without the need of preliminary milling. The resulting inks exhibit outstanding flocculation resistance and sedimentation stability. In combination with pearlescent or metallic pigments, Microlith® preparations are high-durability alternatives to dyes and provide outstanding effects with high fastness.

The Microlith® series are high-value pigment preparations which allow the easy creation of vivid color effects while ensuring high formulation flexibility. There is always a Microlith® range compatible with your ink system. Microlith® products are odorless and non-abrasive to gravure cylinders.

**Microlith® A**
Microlith® A pigment preparations are pre-dispersed in an ethyl cellulose binder for gravure and flexographic printing inks for packaging based on alcohol/ester. Microlith® A shows good compatibility with alcohol- and ester-soluble nitrocellulose types, CAP and CAB systems. Microlith® A pigment preparations are used in applications such as glossy and transparent decorations on clear films, aluminum and metalized films as well as heat-seal-resistant prints on various packaging materials.

**Microlith® J**
Microlith® Magenta 4500 J is the first of a series of a new range of high-performance pigment preparations developed for solvent-based and UV inkjet inks. Microlith® J consists of high-performance pigments at high pigment content (> 70 %) encapsulated in an acrylic carrier with very small particle size and extremely narrow particle size distribution, imparting high color strength, gloss and excellent transparency. Self-dispersible (incorporation by dissolver, no need for milling) with good rheology, Microlith® J is highly compatible with solvent- and acrylate-based formulations.

**Microlith® K and KJ**
Microlith® K pigment preparations are selected high-grade pigments pre-dispersed in a vinyl copolymer for solvent-based and UV inks. They offer compatibility with many solvents such as ketones, ethyl acetate and glycols. Very versatile, Microlith® K pigment preparations are compatible with acrylic, PUR, vinyl and UV-curing ink systems for processes such as rotogravure, screen and wide-format inkjet. Excellent adhesion on rigid and flexible PVC, PUR and aluminum foils. Microlith® KJ preparations are specific grades for inkjet.

**Microlith® WA**
The Microlith® WA range consists of pigments pre-dispersed in a water-soluble acrylic resin, therefore, they are highly compatible with most water-based alkaline or neutral binder systems. This product range allows the easy formulation of inks compliant with today’s VOC regulations. Microlith® WA pigment preparations are used in applications such as water-based printing inks for PVC floor and wall coverings as well as for most kinds of packaging materials.

**Dispers**
**Making your life easier**
Dispers liquid pigment preparations provide broad compatibility with water-based systems, suitable for water-based flexographic and gravure inks. Dispers preparations have high color strength, very fine and narrow particle size distribution, imparting transparency and gloss. They have excellent storage stability and they are glycol-free in order to avoid any issues with drying ink properties.
Microlith® color selection for printing inks

- **Microlith® Yellow 1061 K (PY 151)**
- **Microlith® Yellow 1040 A (PY 93)**
- **Microlith® Yellow 1040 K (PY 93)**
- **Microlith® Yellow 1040 WA (PY 93)**
- **Microlith® Yellow 1550 A (PY 83)**
- **Microlith® Yellow 1550 K (PY 83)**
- **Microlith® Yellow 1550 WA (PY 83)**
- **Microlith® Yellow 2040 K (PY 110)**
- **Microlith® Yellow 2040 WA (PY 110)**
- **Microlith® Brown 3001 A (PB 15:3)**
- **Microlith® Brown 3001 K (PB 15:3)**
- **Microlith® Brown 3001 WA (PB 15:3)**
- **Microlith® Brown 3001 WA (PB 15:3)**
- **Microlith® Brown 3001 A (PB 15:3)**
- **Microlith® Brown 3001 K (PB 15:3)**
- **Microlith® Brown 3001 WA (PB 15:3)**
- **Microlith® Brown 3001 WA (PB 15:3)**
- **Microlith® Brown 3001 A (PB 15:3)**
- **Microlith® Brown 3001 K (PB 15:3)**
- **Microlith® Brown 3001 WA (PB 15:3)**
- **Microlith® Brown 3001 WA (PB 15:3)**

- **Microlith® Blue 6480 K (PB 60)**
- **Microlith® Blue 7080 A (PB 15:3)**
- **Microlith® Blue 7080 K (PB 15:3)**
- **Microlith® Blue 7080 WA (PB 15:3)**
- **Microlith® Blue 6480 K (PB 60)**

- **Microlith® White 0022 A (PW 6)**
- **Microlith® White 0022 K (PW 6)**
- **Microlith® White 0022 WA (PW 6)**
- **Microlith® White 0022 A (PW 6)**
- **Microlith® White 0022 K (PW 6)**
- **Microlith® White 0022 WA (PW 6)**
- **Microlith® White 0022 A (PW 6)**
- **Microlith® White 0022 K (PW 6)**
- **Microlith® White 0022 WA (PW 6)**

- **Microlith® Green 8750 K (PG 7)**
- **Microlith® Scarlet 3430 A (PR 166)**
- **Microlith® Scarlet 3430 K (PR 166)**
- **Microlith® Scarlet 3430 WA (PR 166)**
- **Microlith® Red 3630 A (PR 254)**
- **Microlith® Red 3630 K (PR 254)**
- **Microlith® Red 3630 WA (PR 254)**
- **Microlith® Red 3630 WA (PR 254)**
- **Microlith® Red 3630 WA (PR 254)**
- **Microlith® Red 3630 WA (PR 254)**
- **Microlith® Red 3630 WA (PR 254)**
- **Microlith® Red 3630 WA (PR 254)**

- **Microlith® Magenta 4330 K (NA)**
- **Microlith® Magenta 4330 K (NA)**
- **Microlith® Magenta 4535 K (PR 202)**
- **Microlith® Magenta 4535 K (PR 202)**
- **Microlith® Magenta 4500 J (NA)**
- **Microlith® Magenta 4500 J (NA)**

- **Microlith® Violet 5700 K (PV 37)**
- **Microlith® Black 0066 A (PBk 7)**
- **Microlith® Black 0066 K (PBk 7)**
- **Microlith® Black 0066 WA (PBk 7)**
- **Microlith® Black 0066 WA (PBk 7)**
- **Microlith® Black 0066 WA (PBk 7)**
- **Microlith® Black 0066 WA (PBk 7)**
- **Microlith® Black 0066 WA (PBk 7)**
- **Microlith® Black 0066 WA (PBk 7)**
Packaging

Colors attract

**Colorful packaging attracts the consumers’ eye.** Differentiation is the key in the marketing of consumer goods. Colors reinforce brands.

BASF offers a wide range of colorants such as pigments, dyes and pigment preparations that provides excellent color strength and the desired rheology and fastness for the formulation of water- and solvent-based as well as energy-curable packaging inks.

These colorants fit all types of printing technologies from lithography, flexography, gravure to screen and digital printing. They increase the perceived value of food, beverages and consumer goods by providing vibrant, durable colors for both rigid and flexible packaging.
BASF pigments for solvent-based packaging inks

- Cromophtal® Yellow K 1300 FP (PY 151)
- Irgalite® Yellow K 1313 (PY 162)
- Irgalite® Yellow K 1237 (PY 12)
- Irgalite® Yellow K 1240 (PY 14)
- Irgalite® Yellow D 1115 (PY 13)
- Irgalite® Yellow L 1061 HD (PY 151)
- Cromophtal® Yellow D 0990 (PY 128)
- Cromophtal® Yellow D 1040 (PY 93)
- Irgalite® Yellow D 1129 (PY 174)
- Irgalite® Yellow D 1055 (PY 111)
- Irgalite® Yellow D 1040 (PY 93)
- Cromophtal® Yellow D 0990 (PY 128)

BASF pigments for UV packaging inks

- Irgazin® Yellow D 2040 (PY 110)
- Irgazin® Yellow D 2060 (PY 110)
- Irgazin® Yellow D 2019 (PY 110)
- Irgazin® Yellow D 2034 (PY 110)
- Irgazin® Yellow D 2080 (PY 110)
- Irgalite® Yellow D 1129 (PY 174)
- Cromophtal® Yellow D 1115 (PY 13)
- Irgalite® Yellow D 1040 (PY 93)
- Irgalite® Yellow D 1122 (PY 17)
- Irgalite® Yellow D 1115 (PY 13)
- Cromophtal® Yellow L 1061 HD (PY 151)
- Irgalite® Yellow D 1040 (PY 93)
- Irgalite® Yellow D 1122 (PY 17)
- Irgalite® Yellow D 1115 (PY 13)

BASF pigments for water-based packaging inks

- Irgazin® Orange L 2390 HD (PO 61)
- Irgazin® Orange L 2295 (PO 71)
- Irgalite® Orange D 2085 (PO 64)
- Irgalite® Orange D 2081 (PO 64)
- Irgalite® Orange D 2090 (PO 34)
- Irgalite® Red D 3420 (PR 53:1)
- Irgalite® Red D 3460 (PR 53:1)
- Irgalite® Red D 3400 (PR 166)
- Irgalite® Red D 3550 HD (PR 255)
- Irgalite® Red D 3630 (PR 114)
- Irgalite® Red D 3880 (PR 114)
- Irgalite® Rubine D 4200 (PR 57:1)
- Irgalite® Rubine D 4260 (PR 57:1)
- Irgalite® Rubine D 4280 (PR 57:1)
- Irgalite® Rubine D 4260 (PR 57:1)
- Irgalite® Rubine D 4280 (PR 57:1)
- Irgalite® Rubine D 4280 (PR 57:1)
- Irgalite® Rubine D 4260 (PR 57:1)
- Irgalite® Rubine D 4280 (PR 57:1)
- Irgalite® Rubine D 4260 (PR 57:1)
- Irgalite® Rubine D 4280 (PR 57:1)
Colors attract, effects sell
BASF pigments
Industrial printing
Colors create atmosphere

BASF pigments create very beautiful ambiences for our daily life, from warm decors on laminates and vinyl floors to colorful and trendy wallpapers, table cloth and curtains. All pigments are suitable for inks applied by various printing techniques on many kinds of substrates. Good resistance properties and high durability are essential requirements. BASF provides the widest range of high-performance pigments that fulfill these requirements. BASF pigments impart high color strength, heat stability, excellent light fastness, good chemical resistance combined with excellent rheology during the printing process.
Digital Printing
Colors for the future

The future of printing is digital. Digital printing is the fastest-growing printing sector with constant need for innovation. It eliminates the numerous mechanical steps in the conventional printing process and affords easy print customization, short-run efficiency and print on demand.

Digital-printing inks require vivid colors, excellent dispersion stability, very small and narrow particle size distribution and, for outdoor applications, high weather fastness. BASF provides a comprehensive range of pigments, pigment preparations and dyes with tight specifications and high chemical purity for all types of digital-printing applications such as inkjet and electrophotography. BASF is your partner of choice for digital-printing solutions.
BASF offers for water-based inkjet

BASF offers for solvent and UV inkjet

BASF offers for toners
Effect Pigments

Effects sell. Boost your brand recognition, create eye-catching effects.

BASF effect pigments let you access a new world of unique and attractive effects. The latest metallic, pearlescent and sparkle finishes allow your imagination to take you to new places. Invent your own unique visuals with an exciting modern look, shimmering tones and glamorous effects.

BASF offers a comprehensive portfolio of effects for printing and packaging applications. It comprises pearlescent and metallic effect pigments that can create countless innovative and differentiated inks for screen, gravure and flexo printing inks in all kinds of applications and on various substrates. Pearlescent pigments create from pearlescent, vibrant luster and iridescent effect to metallic and sparkling prints in white and in a full range of colors. They deliver depth, luster, metallic, sparkle, multicolor play (color travel) and other striking effects. The pearlescent pigments are compatible with water- and solvent-based as well as UV-curable inks.

Stunning metallic effects can be achieved with Metasheen® aluminum pigments. They impart outstanding chrome-like, mirror or liquid-metal effects to a large number of formulations and substrates. In combination with transparent pigments or dyes, glamorous, modern and unique printing effects are easily created.

For colorful, one-of-a-kind products with innovative ideas for printing and packaging, let your imagination fly... BASF will give you the wings!

Irresistable pearlescents

MagnaPearl®
Pearlescent mica-based pigments with excellent whiteness, brilliance and coverage, ranging from fine to very coarse particles, creating satin and metalized effects.

Mearlin®
Mica-based pigments coated with titanium dioxide and/or iron oxide that provide both color and exciting visual effects. They provide colorful satin and sparkling effects.

Lumina®
Mica-based effect pigments that create fascinating and dramatic visual effects through high chromaticity and transparency.

Firemist®
Borosilicate-flake pigments, with excellent color purity, brightness, transparency and reflectivity. They create a brilliant, star-like glitter, a strong feeling of depth and, when blended together, true multicolor effects.

Dynacolor®
Pearlescent combination pigments that add “non-metallic metallic look” dramatic visual effects and a high degree of purity and intensity by a two-color play.

SantaFe™
Mica-based effect pigments coated with titanium dioxide and iron oxide that result in complex interplay of color, luster and dimensionality.

Glacier™ Frost White
Synthetic mica pigment coated with titanium dioxide with high luster and reflection of pure white is the “whitest white” effect pigment in today’s market with bluish reflection color, providing luster and brightness, creating the effect of crushed diamonds.

Futuristic metallics

Metasheen® – Shimmering metal effects
Metasheen are vacuum metalized aluminum pigments with highly reflective effects as a result of the exceptionally smooth, flat, mirror-like nature of the flakes. The lamellar and non-leafing nature of Metasheen® pigments dispersed in a variety of solvents allows easy creation of colored metallic effects for all types of printing inks. By simple incorporating them into transparent color pigments and dyes, an endless array of metallic colors are achieved.
Wherever you are,
wherever you go...

...BASF is with you!
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The agreed contractual quality of the product results exclusively from the statements made in the product specification. It is the responsibility of the recipient of our product to ensure that any proprietary rights and existing laws and legislation are observed. When handling these products, advice and information given in the safety data sheet must be complied with. Further, protective and workplace hygiene measures adequate for handling chemicals must be observed.

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