Performance and impact
BASF pigments, resins and additives for the printing and packaging industry
Global solutions, world markets, local delivery

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 industry 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.

Consistent and high-quality added-value solutions for printing and packaging that also protect the environment? At BASF, we create chemistry.
Performance. Value. Compliance
BASF products add tangible value to printing and packaging processes

Today, the quality and appearance of packaging has never been more important. Sharp, vibrant colors and innovative, durable finishes help maximize consumer appeal and boost sales. BASF is a strong partner in providing high-performance, eco-friendly solutions that also meet relevant regulations.

Eye-catching packaging, maximum protection

We have the product range, industry experience and technical knowledge to help increase the effectiveness of your packaging solutions, free your imagination and achieve your creative packaging goals. Our products can be used to improve the color and structural qualities of all types of flexible and rigid packaging. BASF pigments, photoinitiators, monomers, oligomers, styrene-acrylic resins and emulsions actively enhance the performance of water-based, solvent-based and energy-curable inks. Whichever printing techniques you use – from flexographic, lithographic and gravure to screen and digital – our products ensure optimum color quality, adhesion and light fastness across all applications.

Tough solutions for tough applications

High-value printed items such as decorative laminates, interior and in-mold decoration, synthetic leather, tablecloths and wallpapers demand outstanding durability and aesthetic properties. With BASF color pigments, you can achieve any desired shade with vibrancy and durability, while BASF effect pigments can be added to impart metallic and pearlescent effects. High-molecular-weight dispersants improve ink viscosity and optimize dispersion stability and tinctorial strength. Defoamers, slip and flow surface additives improve finish effects and the final appearance of printed items. BASF products support all printing technologies, including digital, and provide industrial printing solutions that offer outstanding performance, environmental compliance and reduced waste.
Maximizing the potential of new technologies

Our R&D and production facilities allow us to proactively pioneer new developments in printing technology such as digital printing. This technology is developing at an incredible pace, with new techniques and applications evolving constantly. We supply high-molecular-weight dispersants, high-performance pigments, dyes and pigment preparations for use in digital printing and demanding outdoor applications. Created to meet tight specifications and high chemical purity levels, our products help achieve the effects you need while maximizing value. We are also actively involved in the latest UV LED-curing techniques and provide products specifically designed for the requirements of the digital printing technology. Whatever your digital printing needs, we can deliver the ideal solution.
Wherever you look, BASF is at work
Pigments, resins and additives for the printing and packaging industry
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BASF pigments, resins and additives

Ceramics

Art prints

Wallpaper

Publication printing, e.g., magazines and newspapers

Decorative laminate flooring

High-end packaging, e.g., chocolate or cosmetics packaging

Food packaging, e.g., snacks, chips, snack bars or frozen-food packaging

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Art prints
The demand for higher-quality graphics, more eco-friendly technologies and the consumer’s desire for increased value are all creating new challenges for the printing and packaging industry. BASF’s comprehensive range of pigments, resins and additives keeps you ahead of the game.

Enhanced printing effects boost sales

Pigments are decisive in creating both the colors to attract potential customers and the packaging effects that entice them to buy. Our pigments product portfolio helps you create the packaging materials and effects you need to maximize product protection and shelf appeal, including special effects such as metallic and pearlescent finishes. Our high-performance organic pigments are particularly suitable for solvent- and water-based as well as energy-curable digital inks, ensuring outstanding resistance to light, weather, heat, chemicals and solvents. In addition to products and solutions for printing and packaging, we can also support you in formulating inks and overprint varnishes for all applications and printing processes used in the industry.

Binding quality and performance

Our range of binders ensures that you comply with applicable legislation and achieve a high level of performance while protecting the environment. With our solid-grade oligomer (SGO) resins and rheologically controlled emulsions, we offer a broad range of high-performance water-based polymers for printing inks, overprint varnishes and functional packaging. We also produce a specialty range of products for solvent-based inks, including liquid packaging ink components for gravure and flexo printing on flexible films and foil. Our range of energy-curbables provides the high-performance binding agents and photoinitiators used for emission-free energy curing of printing inks and overprint varnishes.
The unseen influencers

BASF’s comprehensive portfolio of formulation additives includes dispersing agents, defoamers, surface modifiers and thickeners. In addition to off-the-shelf raw materials, we have the expertise to create customized solutions for special applications. Typical examples include using Controlled Free Radical Polymerization (CFRP) technology to match dispersing agents with pigments. Our R&D expertise supports tailor-made solutions and allows us to pioneer cutting-edge innovations. We also provide dedicated product support teams with technical service units right around the globe, ensuring that you receive the support and guidance you need, wherever and whenever you need it.
Working for a better tomorrow
Solutions for innovative and sustainable printing and packaging processes

As consumers continue to expect more from the packaging that delivers and protects the products they buy, brand owners are innovating new designs, materials and user-friendly features. With increasing legislation and pressure to create sustainable solutions, we are helping to develop alternatives in all printing applications including industrial and digital printing.

Among our most significant recent developments is our ongoing conversion from solvent-based to solvent-free, water-based or energy-curable technologies, as well as reducing volatile organic compounds (VOC). We have also developed lead-free formulations that avoid hazard labeling and metal-free pigments for use in bio-degradable packaging, for example.

Developed by BASF in 1996, the Eco-Efficiency Analysis (EEA) compares the economic and environmental impacts of products and processes through their entire life cycle. The EEA takes into consideration the cost of materials, energy, waste, capital and labor. It also covers environmental impacts that include energy and materials consumption, land use, worker health effects, risk potential, waste and emissions into air and water.

BASF’s climate protection products save three times more greenhouse gas emissions than are released in the production and disposal of all BASF products put together. This translates into annual savings of 1.5 million metric tons of CO₂ emissions from our Ludwigshafen Verbund site alone. BASF has also been a signatory of Responsible Care® since 2006. This is a global chemical industry initiative aimed at achieving continuous performance improvements in the fields of environment, health and safety.
Color attracts, effects sell
BASF color and effect pigments create added impact and improve processes

When consumers make their purchasing decisions, tiny details can prove decisive, such as the brightness of color or the sharpness of any images and logos. These small but crucial details are the business of our color and effect pigments.

Our color pigments and dyes for printing inks cover the full color space and enhance the results of packaging, digital and industrial printing. We have water-based, solvent-based and energy-curable solutions for all kinds of applications and our products support all printing techniques from flexographic and gravure to the latest inkjet technologies. In addition, we offer a wide range of effect pigments designed to create the latest metallic, pearlescent or sparkle effects.

We have a range of eco-friendly products that meet the necessary regulations without compromising on quality. For example, as an alternative to traditional solvent-based solutions for digital printing, BASF’s pigments for energy-curable inkjet systems help create images that are vibrant and fade-resistant. We also support advanced color electro-photography, with products featuring a high strength, low metals content and high light stability.

Dispersion is the most time-consuming and expensive stage of ink making, where pigments often represent a large proportion of the cost. BASF’s dispersing agents ensure that maximum value is extracted from a pigment and help improve the efficiency of milling equipment. To optimize ink or varnish formulations, it is common to combine the most economical or highest-performing raw materials such as pigments and resins. BASF offers a range of formulation additives to effectively connect resins and pigments. Our product range includes defoamers, surface-modifying additives, dispersing agents and rheology modifiers.

In addition, BASF also offers pigment preparations that are easy to incorporate into water-based, solvent-based and energy-curable ink formulations. These preparations offer immediate color strength development, high dispersion stability and simplify the ink manufacturing process.
Innovative solutions for digital printing

High-performance pigments and high-molecular-weight dispersants allow next-generation digital inks.

Digital printing is one of the industry’s fastest growing segments. Growth is being driven by the demands of advertisers, specifiers and printers for reduced lead times, short-run efficiency, minimal setup and switchover times and reduced materials wastage, especially in the fields of industrial, commercial and packaging printing.

To support this growth and to meet the changing needs of the market, innovative raw materials for ink design and production are needed. This applies to both digital printing in general and inkjet printing in particular. BASF’s comprehensive ranges of specialized color organic pigments, dyes and pigment preparations offer outstanding ink rheology and stability and create vivid, long-lasting colors in the most demanding digital printing applications.

Low formulation viscosity coupled with the high surface area of fine-grained pigment particles makes the formulation of digital inks a technically difficult process. To achieve the best results, dispersion stability is crucial, making high-performance pigment dispersants essential in providing sufficient stabilization and compatibility. BASF has developed special high-molecular-weight dispersants to provide excellent pigment stability in a range of formulations, including water- and solvent-based as well as energy-curable inks. Our product ranges include dispersants with broad compatibility with solvents, UV monomers and oligomers.

Together, these solutions allow the formulation of a new generation of digital inks that will ultimately drive the growth of the entire digital inks sector.
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