

Performance Chemicals

Adding value to coatings, plastics and specialties

brilliant



SOLUTIONS...

WITH COLORANTS, RESINS
AND ADDITIVES FROM BASF

**Every viewpoint
has 360°...
make use of them!**

**Variocrom® –
Color Variable Pigments™ CVP
For plastics and coatings**

Color does not equal color.

This is because the new Variocrom® pigments are purely a matter of appearance – they change their color, depending on the viewing angle and make it possible to achieve new and ever-changing impressions of color. The interplay of light absorption and reflection creates the flopping effect, which makes every contour into a new experience. Variocrom® pigments can be used to superb effect, to color plastics and to coat surfaces made of materials such as metal, plastic and wood.

**Variocrom®: a perfect interplay
of color, effect and form!**

Variocrom® Color Variable Pigments™ CVP



Color Variable Pigments™ are multi-layered interference pigments with a core consisting of platelike aluminium or iron (III) oxide. Variocrom® Magic Gold, Magic Red and Magic Purple form the basis of fascinating color effects, which, when combined with conventional colored pigments, can be extended and varied in application and intensity.

Universally applicable

For coating metal, wood or plastic surfaces and for mass coloring plastics, because Variocrom® pigments:

- are easy to apply
- are stable at temperatures up to 300°C
- are excellent weatherfast
- have good hiding power

Types of usage

Coatings and coloring of plastics

- > any type of vehicle
- > housing for electrical and audio equipment
- > high quality packaging
- > bathroom products
- > sport and leisure articles
- > household items and office equipment
- > decorative foils and boards
- > artificial leathers



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