

Presenter

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Themeneinordnung: Lackrohstoffe

Titel

Making a difference in Blue

Highlights of the combined Heubach portfolio for Automotive Coatings in color formulation

Global Color Popularity data reveals that about 80% of new cars are painted with non-chromatic colors, such as White, Black, Gray, and Silver. However, to create nice hues, blue tinting pigments are often added. Among the chromatic colors, Blue is the best-seller anyway.

This presentation focusses on the specialty blue pigments in the “new Heubach” portfolio and how they help coping with the challenges of today’s automotive color design.

Highly transparent blue pigments with “neutral” flop effect combine well with the new golden and copper aluminum flakes to “color travel” effect shades, and a very red-shade blue pigment works perfectly as shading component in Black or White solid shades.

After a brief introduction of these pigments’ properties, some paint formulations are shared, emphasizing their potential in color design, but also the potential pitfalls which must be avoided.

Stichwörter für den Vortrag

Hostaperm **Blue BT 728-D / 729-D**

How to use the “neutral flop” in color design, comparison with Hostaperm Blue BT 617-D

Hostaperm Blue BT 627-D / Monolite **Blue 3RX-H** / Hostaperm Violet RL spec 01

Synergies, Strength vs. Fastness. Tinting Black, White, and Violet.