

The perfect balance of quality and value.

Brand presentation.



**NAJEM AL KAWKAB
GENERAL TRADING LLC**

Authorized Distributor Of Baslac in UAE



Welcome to baslac

Brand values and strategy.



Welcome to baslac

The effective automotive refinish range for industry professionals

The profitable easy-to-use refinishing solution

baslac® offers you an overall modern and effective solution to do all refinishing jobs on the car quickly and with good results.

As brand of BASF, the leading chemical company, **baslac**® provides reliable color competence, good product quality and a modern, e-oriented customer service.

- a brand of BASF, the biggest chemical company in the world
- produced in Europe (France and Germany)
- present in the Middle East since 2012



baslac brand strategy



A brand of
BASF - We create chemistry

To provide the painter with everything they need to do their job well and continually improve.

Just what you need to get the job done right, first time, every time.

Focused.

- Lean yet complete portfolio
- Best-in-class color matching
- Easy-to-use products

Effective.

- Digital process & training
- Price point
- Lean inventory
- Low product consumption

Dependable.

- Services (Cloud, eLearning)
- German Technology
- EU quality
- BASF brand
- Low VOC Waterborne system

baslac makes you feel:

Smart.
Efficient.
Secure.
Confident.

Product portfolio introduction.

The profitable easy-to-use refinishing solution.



Complete portfolio offer

High quality is the basis

baslac® offers you a lean and easy to use range of high-quality refinishing products for all repair jobs at a cost-effective price. Our reliable color competence is backed by the assurance of BASF, a leading global manufacturer. Improve the profitability of your bodyshop and get **baslac**®.

The profitable, easy-to-use refinishing solution

baslac® offers you an overall modern solution to do all refinishing jobs on the car quickly and with best results. As part of BASF, a leading global manufacturer, **baslac**® provides reliable color competence, excellent product quality and a modern, e-oriented customer service.

Best results in color

The identification of color is a critical part of professional automotive refinish. Our **baslac**® color tools are comprehensive and easy to use to help you quickly achieve the best results.

So easy, so effective

The specially designed portfolio offers all the products required to complete a professional repair with outstanding results.



baslac® product offer

Full Product system with:

- Undercoats
- 2K Topcoats
- Basecoats
- Clearcoats
- Additives

Effective Color Retrieval Tools

- Color toolbox & tinting chart
- Formula finder software
- E-commerce platform with rich technical and marketing information, available 24/7
- Spectrophotometer (e-finder star)



baslac® Additives

The practical baslac® Additives help you to work more efficiently. They optimize the repair process, reduce energy costs and provide improved polishing. By using baslac® Additives it is very easy to speed up or slow down the drying time. Furthermore, the baslac® Additives ensure optimum application of the basecoat or topcoat system even in extreme weather conditions.

Cleaning Solvents 70 - baslac®

Cleaning Solvents for best substrate preparation

- 70-10 Silicone Remover (universal cleaner to remove tar, grease, wax and polish residues containing silicon)
- 70-20 Plastic Cleaner (universal cleaner for plastics to remove form release agents and softening agent from plastic parts)



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Hardeners (Slow to Extra Fast) 50 - baslac® Hardeners

Hardeners for ideal processing no matter which product, temperature or object size

- 50-10 2K Primerfiller Hardener Extra Fast
- 50-15 2K Hardener Fast
- 50-20 2K Hardener Normal
- 50-30 2K Hardener Slow
- 50-420 2K VOC Hardener Normal
- 50-415 2K VOC Hardener Fast
- 55-10 Hardener EP
- 57-10 Additive Washprimer



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Reducers (Extra Slow to Fast) 60-/65 - baslac® Reducers

Reducers for ideal processing no matter which temperature or object size

- 60-05 Speeding Reducer
- 60-10 Reducer Fast
- 60-20 Reducer Normal
- 60-30 Reducer Slow
- 60-40 Reducer Extra Slow
- 65-10 Blending Reducer



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The practical baslac® Additives help you to work more efficiently. They optimize the repair process, reduce energy costs and provide improved polishing. By using baslac® Additives it is very easy to speed up or slow down the drying time. Furthermore, the baslac® Additives ensure optimum application of the basecoat or topcoat system even in extreme weather conditions.

Additive Flex 80-10 baslac® Plasticizing Additive

- baslac® Plasticizer for PUR products (30- Topcoat, 40- Clears, 20-24 PUR Primer)

Additive Mat 80-20 baslac® HS Matting Agent

- baslac® HS Matting Agent for 30- Topcoat and 40- Clears



baslac® Primers

A good paint job starts with good preparation. The **baslac®** range of **Primers** follow this principle by allowing you to create the ideal base to complement any of the **baslac®** Topcoats or Basecoats.

2K Universal Bodyfiller 12-20

- light grey colored
- easy application and sandability
- for all type off repairs on steel, galvanized steel and aluminum
- to use with Bodyfiller Hardener 56-20, mixing ratio 3%



baslac® Primers

A good paint job starts with good preparation. The **baslac®** range of **Primers** follow this principle by allowing you to create the ideal base to complement any of the **baslac®** Topcoats or Basecoats.

20-35/-95 2K Primerfiller wet-on-wet

- Non sanding Surfacer
- Good and fast drying time (20 min before basecoat application)
- No sanding needed before topcoat and basecoat
- Good adhesion, can be applied directly on e-coat without sanding
- Can be overcoated up to 5 days without intermediate sanding
- Grey shade mixing with 20-95 black
- Mixing ratio 3:1:1
 - Hardener: 50-15 Fast 1L and 2.5L
 - Reducer: 60-xx (Normal, Slow and Extra-slow)



baslac® 1K Primers

A good paint job starts with good preparation. The **baslac®** range of **Primers** follow this principle by allowing you to create the ideal base to complement any of the **baslac®** Topcoats or Basecoats.

1K Plastic Primer 21-10

baslac® Multi-Purpose Plastic Adhesion Promoter

- easy, safe and fast baslac® Multi-Purpose Plastic Adhesion Promoter
- for all paintable plastics on used cars
- no mixing required: RFU
- easy and save product with short flash-off time
- can size: 1L



baslac® Plastic Primers

A good paint job starts with good preparation. The **baslac®** range of **Primers** follow this principle by allowing you to create the ideal base to complement any of the **baslac®** Topcoats or Basecoats.

2K Plastic Primer 21-11

- Multipurpose adhesion promoter for all plastics used on cars
- Mixing ratio 4:1:1
- Short flash-off time for wet-on-wet solution or forced drying for sanding version
- Can size: 1L

1K Plastic Primer 21-20

- Multipurpose adhesion promoter for all plastics used for cars
- Shake vigorously for 2 min before using
- Easy and save product with short flash-off time
- Spray can



baslac® 2K Primerfiller System (VOC)

A good paint job starts with good preparation. The **baslac®** range of **Primers** follow this principle by allowing you to create the ideal base to complement any of the **baslac®** Topcoats or Basecoats.

20-24 / 20-34 / 20-94

2K Primerfiller, grey, white, black

- Primer with high solid content, fast drying and with good weathering resistance and appearance, VOC compliant
- Grey and white Primerfiller can be mixed
- Can sizes: 1L and 4L
- Mixing ratio: 4 : 1 : 1
 - Hardeners: 50-10 or 50-15
 - Reducer: 60-xx (Fast, Normal, Slow or Extra-slow)



baslac® Epoxy Primerfiller

A good paint job starts with good preparation. The **baslac®** range of **Primers** follow this principle by allowing you to create the ideal base to complement any of the **baslac®** Topcoats or Basecoats.

2K Primerfiller EP 25-30

- High solid, multi purpose primer filler on Epoxy basis
- One product for all repairs
- Excellent anti corrosive properties
- Can sizes: 4L
 - Hardeners: 50-10
 - Reducer: 60-20 (normal) or 60-30 (slow)



baslac® Epoxy Primerfiller

A good paint job starts with good preparation. The **baslac®** range of **Primers** follow this principle by allowing you to create the ideal base to complement any of the **baslac®** Topcoats or Basecoats.

2K Washprimer 27-10

- Multipurpose primer / primer filler
- High anti-corrosion protection on all bare metals (aluminium, steel, galvanized steel)
- One product for all repairs: can also be used as primer filler
- Can sizes: 1L/4L
- Mixing ratio 2 : 1 + 30%
 - Hardeners: 57-10/30 - Additive Washprimer/0.5L, 1.25L
 - Reducer: 60-10 (fast), 60-20 (normal) or 60-30 (slow)



baslac® Base and Topcoats

baslac® Basecoats offer the best possible finish for all solid, metallic and pearl colors. They are simple to apply and are accompanied by perfect color matching support.

baslac® Basecoats have outstanding hiding powers.

Basecoat 35 - baslac® Basecoat

- fast and easy baslac® Basecoat for solid, metallic and pearl colors
- best color match with color tool baslac® Global Color Finder
- strong hiding power and low material consumption

35-Line basecoat for solid, metallic and pearl colors

- Fast and easy to use basecoat for solid, metallic and pearl colors
- best color match with color tool baslac® Effective Color Finder
- strong hiding power and low material consumption
- 5 years shelf life

Reducers

- 60-10 Fast
- 60-20 Normal
- 60-30 Slow
- 60-40 Extra slow

Mixing ratio 2 : 1



baslac® Base and Topcoats

baslac® Topcoats are designed with performance in mind. A high solid, pigment system allows a good flow and covering power with a quick drying finish together with perfect hardness and polishing properties on drying. Color matching is accurate and there is a comprehensive range of color support tools to make the process even easier.

Topcoat 30 - baslac® 2K Topcoat

- very effective baslac® 2K Topcoat
- excellent hiding power
- easy and save application, no matter which temperature or object size

Line 30: 2K topcoats for solid colors

- Very effective 2K topcoat with excellent hiding power
- easy and save application, no matter which temperature or object size
- 5 years shelf life
- Mixing ratio 2 : 1 + 10% with various hardener and thinner options

Hardeners

- 50-15 2K Hardener Fast
- 50-20 2K Hardener Normal
- 50-30 2K Hardener Slow

Thinners

- 60-10 Reducer Fast
- 60-20 Reducer Normal
- 60-30 Reducer Slow
- 60-40 Reducer Extra Slow



baslac® Clearcoats

baslac® Clearcoats offer all the key performance properties you need to achieve the ultimate finish. Featuring perfect durability, high gloss retention and good leveling properties, the **baslac® Clearcoat** system offers an easy-to-use, quality system.

2K Universal Clear 40-40 baslac® Universal Clear

- high gloss baslac® Clear for all types of repairs
- excellent weathering resistance
- very good polishing behavior
- Easy to use and safe to spray

Mixing ratio: 2 : 1 + 10%, 2 : 1 + 30%

- Various hardener and thinner options for different temperatures

2K Universal Clear 40-40

- High gloss and finish quality, good polishing and excellent weathering behaviour
- Can be used as HS and MS clear with different thinner ratios
- Air-drying features
- 5 years shelf life

Hardeners

- 50-15 2K Hardener Fast
- 50-20 2K Hardener Normal
- 50-30 2K Hardener Slow

Thinners

- 60-10 Reducer Fast
- 60-20 Reducer Normal
- 60-30 Reducer Slow
- 60-40 Reducer Extra Slow



baslac® Clearcoats

baslac® Clearcoats offer all the key performance properties you need to achieve the ultimate finish. Featuring perfect durability, high gloss retention and good leveling properties, the **baslac® Clearcoat** system offers an easy-to-use, quality system.

2K Panel Clear 40-10 baslac® Clear

- Fast drying baslac® Clear for small repairs
- Easy and safe to spray plus easy to polish

Mixing ratio: 2 : 1 + 10%, 2 : 1 + 30%

- Various hardener and thinner options for different temperatures

2K Panel Clear 40-10

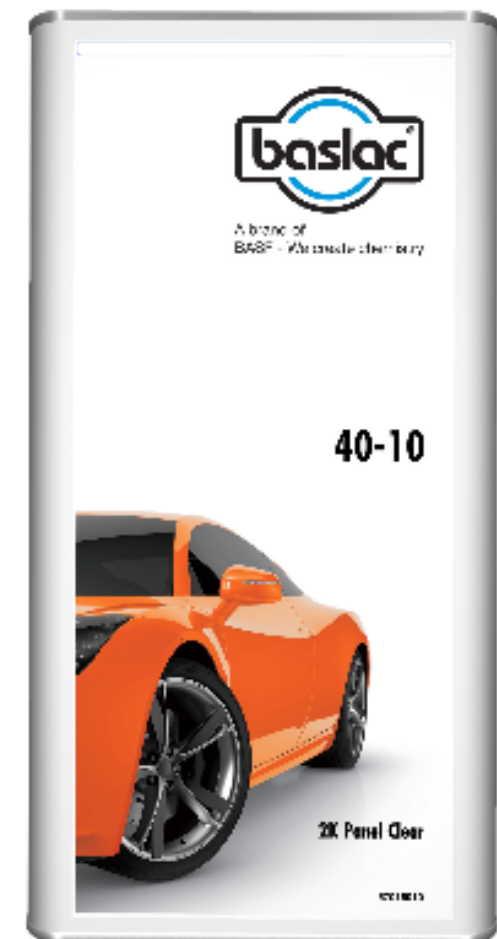
- Fast dry and easy to handle clear coat
- Can be used as HS and MS clear with different thinner ratios
- Short drying times 15' @ 60°C, Air drying 2h @ 20°C
- 5 years shelf life

Hardeners

- 50-15 2K Hardener Fast
- 50-20 2K Hardener Normal
- 50-30 2K Hardener Slow

Thinners

- 60-10 Reducer Fast
- 60-20 Reducer Normal
- 60-30 Reducer Slow
- 60-40 Reducer Extra Slow



baslac® Clearcoats

baslac® Clearcoats offer all the key performance properties you need to achieve the ultimate finish. Featuring perfect durability, high gloss retention and good leveling properties, the **baslac® Clearcoat** system offers an easy-to-use, quality system.

40-510 Ambient Clear VOC

- Easy and safe to spray, available in 2L can
- Fast drying: airdrying polishable after 1 hour 30 min at 20° object temperature
- Amazing spray security
- High gloss level
- Simple mixing ratio 4:1
- 50-510 Ambient Hardener is available in 0.5 L can

2K Ambient Clear 40-510

- VOC Ambient Clear
- Easy and safe to spray, fast drying, easy to polish
- To be used for airdry

Hardeners: 50-510

Mixing Ratio: 4 : 1

Drying time

- At 20°C: 15 min tack free, polishable in 1 hour
- At 60°C: Polishable in 30 min



Most effective color matching.

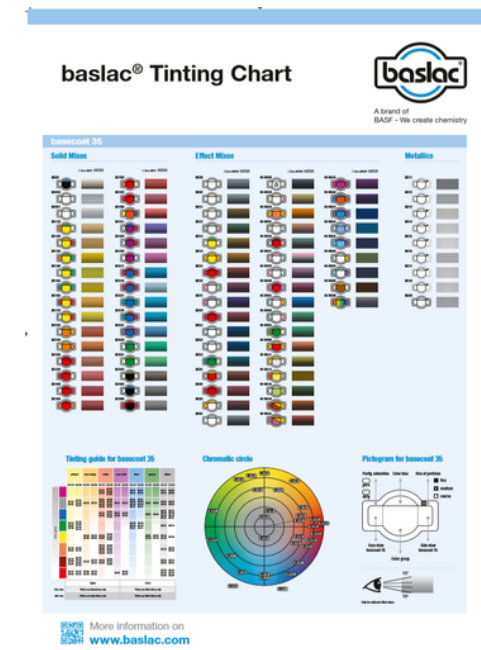
Color tools.



Most effective color matching

The identification of color is a critical component in the professional automotive refinish industry. **Speed and precision** are essential for both customer satisfaction and bodyshop efficiencies.

For color identification and color matching, you can gain the benefit of our great expertise throughout the tinting process. **baslac®** offers you a comprehensive color support package which will guide you quickly and effectively to find the exact color.



baslac® e-finder star

Most effective color matching – going to the next level!

With the ergonomically designed **baslac® e-finder star**, you hold a complete next-generation color matching solution in your hand. It fits seamlessly into your bodyshop workflows and supports fast and accurate use of **baslac® Formula Finder**, the global **baslac®** color database.

The **baslac® e-finder star** gives you the exact color of the car being repaired: simply measure the color, research the formula and mix the paint. It will save time and improve the efficiency of your paint job.



1. New digital color finding solution
2. Via Wi-Fi connected to **baslac® formula finder**
3. Color finding process only needs 3–5 min.
4. More accurate color matching
5. Five-angle technology
6. Database with over 140.000 formulas
7. Always “up to date”
8. Digital updates
9. Ergonomically designed for one-hand use

baslac® Formula Finder



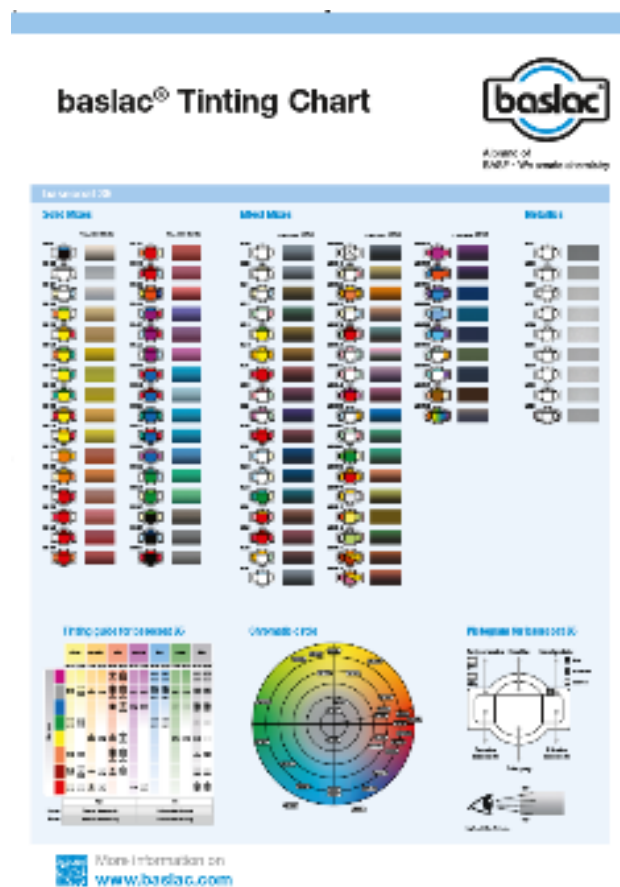
The **baslac® Formula Finder** is an up-to-date and comprehensive online color information tool for all manufacturers. It allows your spray painters very quick access to a formula database containing **more than 140,000 mixing formulas**. The data base is constantly being kept up to date.

- up-to-date and comprehensive online color information tool for all manufacturers
- very quick access to a formula database containing more than 140,000 mixing formulas.
- constantly being kept up to date
- online via www.baslac.com
- color retrieval, pricing and scale connection

Color tools

baslac® Tinting Charts

A very helpful poster showing all topcoats and basecoat mixing bases. Pictograms provide your spray painters with information on color groups, color bias, face and side view as well as purity and chroma.



baslac® Effective Color Finder 2

Simply the best color tool in the market. The practical system consists of more than 4530 color chips used for solid-, metallic- and pearl-colors, painted with baslac® base- and topcoat.



Thank you!



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A brand of
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**JUST
MAKES
SENSE**

baslac®

