



BASF and X-Rite introduce innovative solution for color coating of drugs

- **Pharmaceutical formulators to enjoy easy color management**
- **Efficient configuration of tablet coating colors**
- **Coated tablets are more stable, instantly recognizable**

Hong Kong – March 01, 2011 – BASF and X-rite have launched an innovative solution for the color coatings of tablets. The collaboration provides a smart color management offering for pharmaceutical formulators to measure and calibrate colors efficiently, and produce high quality film-coated tablets. The solution combines **BASF Kollicoat IR® Coating Systems** with X-Rite's **XTH ColorEye Handheld Spectrophotometer**.

“This innovative and easy-to-use color management system draws on the expertise of both BASF and X-rite, to provide a solution that responds specifically to the challenges that pharmaceutical formulators face today. This solution goes beyond a conventional technical fix,” said Sharon Lim, Manager Asia Pacific, Global Pharma Ingredients and Services, BASF.

“Through this collaboration with BASF, we can reach out to customers in a wider scope, from technical aspects to manufacturing and development sectors. We see this as a successful collaboration and foresee good business to come,” added William Lam, Vice President of Sales – X-Rite, South East Asia and China,

BASF's **Kollicoat® IR Coating Systems** are an innovative modular system of seven base colors. The base colors are designed to be combined easily to produce instantly recognizable tablets in hundreds of different shades. Customers can benefit from its high quality, flexibility and efficiency to remain agile and responsive in the fast-moving markets.



X-Rite's **XTH ColorEye Handheld Spectrophotometer** is a handy apparatus that accurately measures colors of tablets and capsules. The ColorEye XTH can precisely measure the colors of contoured and textured opaque parts in a wide range of sizes and measuring how the human eye responds to surface effects. The instrument has different apertures to accommodate a wide range of tablet sizes and shapes.

This innovative, easy color management system for pharmaceutical applications will be showcased in a series of industry workshops starting from January 2011 in Southeast Asia and India.

About BASF

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals as well as oil and gas. As a reliable partner BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of about €63.9 billion in 2010 and had approximately 109,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.

About X-Rite

(NASDAQ: XRIT) X-Rite Incorporated is the global leader in color science and technology. The company, which now includes design industry color leader Pantone, Inc., develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com.

Media Contacts:

BASF

Cecil Tung

Phone: +852-2731 0156

cecil.tung@basf.com

X-Rite

John Kowalski

Phone: +1-616 803 2450

Cell: +1-616 460 9363

jkowalski@xrite.com