

## MEDIA RELEASE

# Heubach launches influential Automotive Styling Shades 2027 Trendbook at ECS: “Plan B for Planet A”

- See the latest color trends that will guide automotive color styling to 2027
- The 2027 shades are dedicated to sustainability and Planet Earth
- Experience Heubach’s interactive 2027 Trendbook and innovative Car Color Configurator

**Vienna, Austria, February 23, 2023**

The new Heubach Group, a market leader in diversified organic, inorganic, and anti-corrosive pigments, pigment preparations, dyes and specialty materials has announced the latest edition of its automotive color previews: Automotive Styling Shades 2027 Trendbook, “Plan B for Planet A”. In doing so, the new Heubach Group continues Clariant’s BU Pigments tradition of the biennial color trend forecasting of the “Automotive Styling Shades Trendbook” series.

Titled “Plan B for Planet A”, the 2027 Trendbook is about the many aspects which make our planet worth living on and fighting for: Protecting the environment is just one of them, but freedom, human rights, justice, and personal well-being are equally important. We all know that in nature everything is linked with everything else. In our global community, such links are provided by the internet, connecting people, spurring innovation, distributing goods and information, and increasing overall process efficiency.

That is why the new 2027 Trendbook is entirely digital, easily accessible on Heubach’s website, and linked with the innovative Car Color Configurator. Readers can select the type of vehicle and the scenery in which the 28 trend colors are displayed and download their individual version.

The Plan B for Planet A also includes a lower footprint of pigment production, safer and easier to use products, and improved color formulations. The merger of the high-performance pigment ranges from Heubach and Clariant BU Pigments expands the accessible color space, while the shared formulation know-how helps to improve the visibility of vehicles by RADAR and LIDAR sensors which is a prerequisite for autonomous driving.

“Our 2027 Trendbook is not only about nice colors and how our Planet A should be treated and run, but also about sharing ideas and information of state-of-the-art production and synergized use of color itself”, says Bernhard Stengel-Rutkowski, Senior Technical Manager of Heubach’s Global Technical Marketing Coatings and Color Formulator.

To discover the 28 styling shades in the 2027 Trendbook and the integrated Car Color Configurator, visit the Heubach booth at the European Coatings Show, Nuremberg, Hall 3C, Booth 427 and/or click here [www.heubach.com/trendbook](http://www.heubach.com/trendbook) to

- Read the interactive 2027 Trendbook and/or Download the pdf-version of the Trendbook
- Customize your personal 2027 Trendbook
- Experience the innovative Car Color Configurator



Four color palettes featuring Heubach's 28 new color shades in our Automotive Stylings Shades 2027 Trendbook. (Photo: Heubach)

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#### About Heubach Group

With a tradition of delivering excellence that stretches back over 200 years, the Heubach name is synonymous with innovation, attention to customer needs and reliability in creating colors. Today's Heubach is a global industry leader in the field of organic, inorganic and anti-corrosive pigments, pigment preparations, dyes and specialty materials. With a global manufacturing footprint including 19 facilities around the globe, Heubach is committed to a reliable supply of high-quality materials to meet customers demanding production environments. Sustainability is a part of the Heubach DNA. With our extensive product portfolio, advanced technologies, global manufacturing sites, and secure supply chains, we deliver industry-leading, best-in-class products to brighten the lives of customers, wherever they are. Heubach generates approximately EUR 1 billion in annual sales. For more information, please visit [www.heubach.com](http://www.heubach.com).

Press release and photography can be downloaded from [www.PressReleaseFinder.com](http://www.PressReleaseFinder.com).

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