

# News Release

## **BASF Chemetall presents sustainable innovation strength at the Surface Finishing China (SFCHINA)**

- **Showcasing environmentally sustainable surface treatment solutions for four major application areas**
- **BASF at booth 4.1G01**

The Surface Treatment global business unit of BASF's Coatings division, operating under the Chemetall brand, participates in the Surface Finishing China (SFCHINA) for the first time with a series of interdisciplinary sustainable surface treatment solutions under the theme of "Driven by passion and science, we always go beyond surface" to explore the future trends of the surface treatment with industry elites together.

With "digitalization" as the core, the booth was set up with various interactive areas and LED screens, aiming to create an immersive world of surface treatment. The interactive program "CHEMETOWN" firstly presented at the exhibition integrated products into a digital surface treatment city, where visitors can discover the practical solutions in the virtual world.

As a leader in the industry, BASF Chemetall has always been committed to promoting environmental protection and sustainable development. The four major application areas highlighted on the exhibition this time included: Gardobond<sup>®</sup> X chrome-free pretreatment technology for color coating lines, Oxsilan<sup>®</sup> Thin Film Technology for sustainable metal pretreatment processes, VIANT Coating Technology for smarter corrosion protection, and CathoGuard<sup>®</sup> high-performance e-coat technology for a wide range of applications on automotive car bodies and

components. During the exhibition, a series of webinar activities are launched. Technical experts introduced in detail the technology and advantages of the above star products.

“It is with everyone’s support and trust that we have been able to move forward and achieve what we have today. In the future, we will continue to explore and innovate with the concept of sustainable development and provide the industry with more high-quality and environmentally friendly solutions. We look forward to working together with more partners to promote the green development of the surface treatment industry,” said Dr. Marc Schroeder, Head of Regional Technology Cluster Asia Pacific, Shanghai Chemetall Chemicals Co., Ltd.

Visitors can find out more from Chemetall’s experts during the exhibition. For more details on Chemetall in Greater China, please follow the WeChat account: Chemetall\_China.

#### **About BASF’s Coatings division**

The Coatings division of BASF is a global expert in the development, production and marketing of innovative and sustainable automotive OEM and refinish coatings, decorative paints as well as applied surface treatments for metal, plastic and glass substrates in a wide range of industries. This portfolio is supplemented by "Beyond Paint Solutions", which enable new applications with innovative surfaces. We create advanced performance solutions and drive performance, design and new applications to meet our partners’ needs all over the world. BASF shares skills, knowledge and resources of interdisciplinary and global teams for the benefit of customers by operating a collaborative network of sites in Europe, North America, South America and Asia Pacific. In 2023, the Coatings division achieved global sales of about €4.4 billion.

Solutions beyond your imagination – Coatings by BASF. For more information about the Coatings division of BASF and its products, visit [www.basf-coatings.com](http://www.basf-coatings.com).

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 112,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €68.9 billion in 2023. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](http://www.basf.com).