

# News Release

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## **BASF unveils crowdsourcing digital tool for NORBIN and Shancai customers in Asia Pacific**

- **Users can rate and share formulas to find ideal solutions**
- **Streamlined system saves time and reduces waste, all from a mobile device**

Hong Kong – May 22, 2023 – BASF’s Coatings division has launched a crowdsourcing digital tool to streamline and enhance color formula search for customers of its two paint brands, NORBIN and Shancai. Named BASF Refinish Hub, the mobile application enables users across Asia Pacific to easily search, save and upload color formulars, and share them with other users in the region.

By providing a platform for users to rate and share formulas, BASF Refinish Hub aims to identify the best formulas in the region and create a powerful community of color experts. This shared knowledge will help users from different markets save time, reduce wastage and improve efficiency. An incentive feature will be introduced later this year, designed to reward users who contribute highly rated formulas, encouraging users to share their experience and knowledge with others.

“We put our customers at the forefront of our design process to create a digital tool that is tailored to their needs. BASF Refinish Hub is a great example of how innovation and collaboration can drive progress in our industry,” said Susann Kluge, Vice President Business Management, Automotive Refinish Coatings Solutions Asia Pacific, BASF. “We are excited to see how this tool will revolutionize the color-matching process for our customers and drive business growth in the fast-growing, value-conscious market segment.”

The digital tool is free for use with simple registration and is compatible with all mobile operating systems, including Apple and Android. Each formula's popularity and ratings are displayed, and BASF verifies reliable ones accordingly. Descriptions, such as usage by region and by age of vehicle, are available to support the painters in predicting how the color will look without unnecessary mixing.

### **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 2022, the Coatings division achieved global sales of about €4.22 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. More than 111,000 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 €87.3 billion in 2022. 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).