

# News Release



## CEPI Two Team visits Ludwigshafen

- **European and German Paper Associations hold meeting at BASF**
- **Top-class staffed CEPI/VDP conference**
- **Paper Chemicals operating division showcases innovation marketplace for paper chemistry**

Ludwigshafen – June 19, 2013 – BASF, the world's leading company for innovative chemistry for the paper industry, today welcomes "The CEPI TWO TEAM PROJECT" to its Ludwigshafen symposium. This is the most important innovation project of the Confederation of European Paper Industries (CEPI). The project aims at identifying breakthrough innovations that will enable the association's members to reach the ambitious climate protection targets of the CEPI Roadmap 2050. For this, two teams of experts, scientists, paper manufacturers, suppliers and representatives of the pulp and paper industry compete against each other. A delegate of BASF's Paper Chemicals operating division participates in one of the teams. The results will be presented to the EU Commissioner for Climate Action in November 2013.

Hosting the meeting in Ludwigshafen, BASF arranges for a separate conference paired with an innovation marketplace to complement the CEPI Two Team project sessions. In the context of the lecture program, members of CEPI and the German Pulp and Paper Association (VDP) will present on the guiding idea of a lower carbon circular flow economy based on renewable raw materials. BASF contributes presentations which address sustainability in the

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chemical industry and innovations in paper chemicals. In the subsequent innovation marketplace of BASF Paper Chemicals, numerous examples will be given to demonstrate the innovations the operating division is going to implement to address sustainability already today, tomorrow and in the future.

BASF already offers many sustainable solutions in terms of XELOREX™ – the multifunctional 4-in-1 solution for papermaking – besides cost-efficient binders or the novel production of testliner with anionic sizing agents, quite apart from the biopolymer ecovio® FS Paper. Solutions for tomorrow are focused on the advancement of cost-efficient binders and the introduction of the next generation of cationic polymers contributing toward a further reduction in production costs of paper. Some of the topics aimed at the future will introduce the conference attendants to BASF conceptions relating to new cellulose-based materials and functional barriers.

“Sustainability, in harmony of economic, ecological and social responsibility, is a fundamental principle of all our activities and an important driver in our research & development. In previous years we have invested a lot into this field of work and created new opportunities for paper manufacturers. This is what our innovation marketplace clearly illustrates and, through examples, also lets the visitors experience,” says Dr. Frank Hoefler, Vice President, Marketing Paper Chemicals Europe, who represents BASF on the Two Team Project. “The Two Team Project will enable the paper industry to take the necessary steps toward a low-CO<sub>2</sub> economy. We as BASF take particular pleasure in hosting the last session of the project teams. Before a final decision is taken on a concept this will also be great information for all conference participants what we can contribute today as well as in the future to accomplish the goals of CEPI.”

**About BASF's Paper Chemicals division**

BASF's Paper Chemicals division offers process chemicals to optimize costs and increase machine efficiency, functional chemicals to lend specific properties to paper, and finishing chemicals to improve the appearance and performance characteristics of printed paper and board. With this comprehensive portfolio, BASF is the leading supplier of paper chemicals worldwide. BASF established Paper Chemicals as a separate division when it acquired Ciba in April 2009. The ISO 9001-certified Paper Chemicals division operates sites in Europe, Asia and the Americas. For more information, go to [www.paper-chemicals.basf.com](http://www.paper-chemicals.basf.com)

**About BASF**

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of €72.1 billion in 2012 and more than 110,000 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](http://www.basf.com).