



## Joint news release

### **BASF and Smart Planet Technologies target strategic partnership**

- Focus on Smart Planet Technologies` mineralized coating technology EarthCoating™

#### **Ludwigshafen, Germany and Newport Beach, California – September 30, 2014**

– BASF and Smart Planet Technologies are currently discussing a possible strategic partnership concerning the mineralized coating technology, EarthCoating™, for paper packaging applications.

EarthCoating is a sustainable and cost efficient alternative to traditional extrusion applied coatings providing excellent barrier and heat seal performance and focusing on improving the recyclability of the packaging. It is engineered for processing within the traditional paper recycling infrastructure and can for example be used for folding cartons, detergent boxes, paper cups, paper plates, etc..

“EarthCoating is a long-awaited breakthrough technology for the packaging industry. A strategic partnership with BASF greatly advances the opportunities for the packaging industry to leverage EarthCoating towards greater sustainability in packaging applications,” said Will Lorenzi, President of Smart Planet Technologies.

“The search for more sustainable coating solutions has been growing in recent years and has become a priority for many companies involved in the paper packaging industry,” added Christian Schulz, Vice President, Center for Sustainable Paper Packaging within BASF.

By forming the Center for Sustainable Paper Packaging (CSPP) in 2013 BASF has committed itself to address these industry needs.

## **About BASF**

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, 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 about €74 billion in 2013 and over 112,000 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)

## **About Smart Planet Technologies**

Smart Planet Technologies is a packaging technology company with intellectual property focused on advancements in sustainability for the packaging industry. Our innovative technologies are focused on conserving precious natural resources and provide high quality, environmental alternatives across a wide variety of packaging applications. For more information, please visit our website at [www.SmartPlanetTech.com](http://www.SmartPlanetTech.com)

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