

# News Release



## SEPAWA Congress 2014: BASF presents new products, technologies and services

- **Innovative solutions for Home Care and Industrial & Institutional Cleaning as well as personal care applications**
- **Expert information on topics from scientific research and industrial practice**

Ludwigshafen, Germany – October 15, 2014 – BASF presents their latest solutions for applications in the Home Care and Industrial & Institutional Cleaning (I&I) markets as well as Personal Care at the 61st SEPAWA Congress in Fulda from October 15-17. The chemical company will share booths 200-202 and 250-254 with its European sales company BTC.

“The SEPAWA Congress offers us an ideal platform to interact with our customers and together align the products more closely with current consumer and market trends,” said Michael Ceranski, Head of Regional Business Management Home Care and I&I Europe for BASF.

### Time-saving and resource-efficient washing and cleaning

In Home Care, there is an increasing demand for detergents and cleaners that clean quickly and efficiently, provide care, are safe and easy to use, and that save resources. BASF enables various choices for its customers to meet these needs. With **Sokalan® HP 20**, BASF is presenting a special polymer for the formulation of liquid detergents. Even at low temperatures, it actively disperses particulate soil from clothes and prevents graying – this ensures

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clean laundry with low energy consumption.

**Trilon® M** is a high-performance product that contributes to more sustainable dishwashing. The readily biodegradable chelating agent actively binds water hardness ions and also removes stubborn tea and coffee stains. The chelating agent thereby offers an environmentally-friendly alternative to phosphates in dishwashing tablets without compromising on performance.

When it comes to **cleaning hard surfaces**, BASF has various choices of nonionic surfactants to present at SEPAWA which meet the market's demand for safer, faster, and more convenient cleaning. Additional benefits such as spot-free drying, gloss, and easy-to-clean-again effects can be achieved by adding surface-modification polymers to premium products. They enable time-saving in cleaning making consumers household tasks easier to fulfill. In the **I&I sector**, the focus is on the convenient and safe use of cleaners that efficiently achieve their cleaning results while saving resources. BASF will present a new solution at SEPAWA for the cleaning of membranes which are used in various applications in the dairy and beverage production. The BASF innovation consists of the use of readily biodegradable, nonionic surfactants that offer advantages in terms of cleaning performance as well as in application.

### **Scientific excellence for the personal care industry**

“Science excellence and market empathy – these strengths are the success of our Personal Care business. With them, we transform customer needs into profitable innovations. We will present some examples at SEPAWA,” said Dirk Mampe, Head of Business Management of Personal Care Specialties Europe.

At this year's Congress, BASF is presenting its innovative **SWOP™ technology**, an emulsion concept that enables the formulation of personal care products with new textures and unusual sensory perception. SWOP™ emulsions are oil-in-water emulsions that become water-in-oil emulsions during application and thus combine

the advantages of both. Products based on this technology moisturize, nourish and protect the skin. They absorb quickly and produce a fresh and light skin feel during application.

**Cetiol® Ultimate** answers to the rising market demand for new textures with excellent skin feel in cosmetics industry. Here, this ultrafast-spreading, 100 percent natural based, fresh and dry emollient meets a wide range of claims – from ultra-thin water-in-oil formulations and dry face oils to pleasant feeling face and sun creams. Personal care products with Cetiol Ultimate are easy to apply, absorb quickly and leave a smooth skin feeling. At the same time, the emollient provides good pigment wetting and enhances color shade stability. Thus, it also performs well in color cosmetics formulations – like light foundations with improved coverage and a powdery sensation. As it is readily biodegradable and approved by Ecocert, COSMOS and Natrue, Cetiol Ultimate is also suitable as a sensory booster for natural cosmetics.

With its extensive portfolio of **ingredients based on certified, sustainable palm (kernel) oil**, BASF makes it possible for manufacturers of home care and personal care products to respond to the rapidly increasing demand for certified, sustainable raw materials with high-quality formulations. The product range includes primary surfactants and care components for cosmetic formulations or household cleaners as well as emollients for skin care, among other things. With this approach, the company is supporting the use of palm (kernel) oil from sustainable production and helping the industry achieve its own sustainability targets.

### **Exchange of expertise**

BASF experts will also take part in the European Detergents Conference and the “Forum for Innovations”. Their presentations are dedicated to key issues such as environmentally friendly, high-performance dishwashing without phosphates or the development of natural-based personal care ingredients. Here is an overview of the presentations:

Wednesday, October 15			
Time	Speaker	Topic	Venue
10:00-10:30 a.m.	Dr. Jürgen Tropsch	Aggregation is key!	European Detergents Conference, Main Auditorium
12:30-12:45 p.m.	Heidi Riedel	SWOP <sup>TM</sup> technology - Emulsions with WOW effect	Forum for Innovations, Hall 3
3:15-3:30 p.m.	Karine Kross-Maita	Innovative hair conditioning with performance proof based on consumer research	Forum for Innovations, Hall 3
Thursday, October 16			
Time	Speaker	Topic	Venue
9:00-9:15 a.m.	Dr. Corinna Böhme	Cleaning and Beyond: New Choices for Hard Surface Cleaning	Forum for Innovations, Hall 2
Friday, October 17			
Time	Speaker	Topic	Venue
9:30-9:45 a.m.	Dr. Torsten Clarius	Influencing dendritic cells for an increased tolerance threshold of sensitive skin	DGK/SEPAWA Conference, Main Auditorium
11:00-11:30 a.m.	Dr. Arend J. Kingma	Overcoming a Paradigm in Cleaning of Membranes	Detergents and cleansers session, Hall 3
11:15-11:30 a.m.	Dr. Sonja Fischer	Automatic Dishwashing: Without phosphate – without compromise!	Forum for Innovations, Hall 2

### 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 BASF's Care Chemicals division**

The BASF division Care Chemicals offers a broad range of ingredients for hygiene, personal care, home care, industrial & institutional cleaning, and technical applications. We are the global leading supplier for the cosmetics industry as well as the detergents and cleaners industry and support our customers with innovative and sustainable products, solutions and concepts. The division's high-performance product portfolio includes surfactants, emulsifiers, polymers, emollients, chelating agents, cosmetic active ingredients, pigments and UV filters. Superabsorbent polymers developed for the full spectrum of hygiene applications complete the range. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available on the Internet at [www.care-chemicals.basf.com](http://www.care-chemicals.basf.com).

#### **About BTC**

BTC Europe GmbH is BASF's European sales company for specialty chemicals. We combine a profound knowledge of the industry with a close proximity to our customers. With its 10 regional offices and approximately 420 employees in Europe, BTC supplies small and medium-sized customers from a wide variety of industries with about 6,000 products. BTC is headquartered in Monheim am Rhein, Germany. Further information on BTC is available on the Internet at: [www.btc-europe.com](http://www.btc-europe.com).