

150 years



# News Release

## European Coatings Show 2015

### **BASF invites customers to take a closer look at more sustainable formulations**

- **More than 500 raw materials of BASF contribute significantly to the sustainable development in the paints, coatings and construction industry**

Ludwigshafen, Germany – January 19, 2015 – The paints and coatings industry in Europe faces substantial challenges. Efficient production is meant to go hand in hand with ever better performance. At the same time, coatings must meet the increasing demand for health-friendly and resource-saving solutions. Together with its sales company BTC Europe GmbH, BASF is going to refer to this development at the European Coatings Show (ECS) from April 21 to 23, 2015, in Nuremberg, Germany. At booth 523 in hall 7a, BASF is going to invite its customers to find out about solutions that meet economic, ecological and social requirements.

Lately, BASF has reviewed its entire portfolio under sustainability aspects: The company offers more than 500 raw materials for the paints, coatings and construction industry in Europe which contribute significantly to the sustainable development along the value chain. Based on technical expertise BASF drives high-quality formulations, which help its customers to meet the sustainability requirements in their respective industry and set themselves apart from their competitors.

On its [ECS website](#), BASF offers detailed information on its solutions as well as footage.

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## **Products for more sustainable solutions in the architectural coatings and construction industry**

BASF's product portfolio covers dispersions, pigments, pigment preparations and additives for the architectural coatings and construction industry. These products make facades resistant against weathering, fading and dirt pick-up, improve indoor air quality and reduce the resources needed for the production of high-performance formulations. Advanced construction raw materials enable the cost- and resource-efficient, health-friendly production, application and use of building materials.

## **Efficient raw materials for long lasting furniture and flooring coatings**

Preserving the beauty of wooden furniture and flooring while keeping an eye on efficient material usage and the lowest possible emissions is key to drive sustainability in the wood coatings industry. In addition to pigments and pigment preparations for esthetically pleasing wooden surfaces, BASF provides a broad portfolio of resins and additives which enable highly resistant coatings. Moreover, the company supports customers in saving raw materials by providing resins and additives that achieve comparable properties as standard products at lower usage. To address the formulators' needs to reduce emissions, it might be worthwhile to take a closer look at BASF's next generation of raw materials for UV and waterborne systems.

## **Developing high-performance solutions for low VOC, efficient and long-lasting industrial coatings**

Approximately 80 percent of industrial coatings are currently solvent-based systems. BASF expects the industry to keep moving towards more sustainable solutions. That's why BASF helps customers to switch to alternatives that generate fewer emissions. BASF's broad portfolio of pigments, resins and additives is suitable for current and future formulations based on water- and high solid systems. These solutions contribute to the reduction of volatile organic compounds

(VOC). In addition, BASF's raw material portfolio helps formulators to increase material and production efficiency. Examples are pigments, resins and additives that enable thinner coating layers, consume less energy or increase throughput.

### **Less raw material needed for low VOC, durable and esthetically pleasing automotive coatings**

Similar to the general industrial segment, OEMs in the automotive industry also strive to make the coating process more cost- and material-efficient as well as lower in emissions. BASF offers solutions like cross-linking agents, low VOC binders or red shifted UV absorbers that facilitate a highly efficient, primer-free coatings process technology. BASF's broad portfolio can help to increase properties like gloss retention, scratch, chemical or weather resistance, which makes coatings last longer. Moreover, highly saturated pigments offer a combination of very good hiding power, gloss and outstanding chroma. Hence, lower pigmentation level or thinner layers are needed to achieve increasingly sophisticated designs and better appearance.

More information on BASF's ECS website: [www.basf.com/ecs](http://www.basf.com/ecs)

### **About BASF's Dispersions & Pigments Division**

The Dispersions & Pigments division of BASF develops, produces and markets a range of high-quality pigments, resins, additives and polymer dispersions worldwide. These raw materials are used in formulations for coatings and paints, printing and packaging products, construction chemicals, adhesives, fiber bondings, plastics as well as for electronic applications such as displays. With its comprehensive product portfolio and its extensive knowledge of the industry, the Dispersions & Pigments division offers its customers innovative and sustainable solutions and helps them advance their formulations. For further information about the Dispersions & Pigments division, please visit [www.dispersions-pigments.basf.com](http://www.dispersions-pigments.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 over 400

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).

#### **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).