

150 years



News Release

BASF introduces new anti-fake technology to tackle counterfeit crop protection products in China

- **Special color additive makes labeling unique and has now been integrated into all key product lines in China**
- **Technology helps farmers keep food, feed and fiber safe**
- **Next step of BASF's commitment to reduce illegal crop protection market globally**

Shanghai, China – April 20, 2015 – BASF is leading the fight against counterfeiting in the crop protection market by investing in brand new anti-fake technology. In China the company is introducing an innovative product label that features an identification system developed by BASF and a local partner in exclusive collaboration. This technology will ensure that farmers in China can buy genuine BASF crop protection products.

“Our new technology quickly proves the authenticity of BASF products and points out with clarity products that are counterfeited. We are committed to providing farmers with effective, innovative products that allow them to work in a safe environment and produce safe food, feed and fiber,” said Tracy Wu, Director Business Management Greater China, BASF Crop Protection.

State-of-the-art technology, exclusively developed in collaboration with BASF

The new technology, which has been developed by experts from BASF and a local labeling company in China, incorporates a special water mark into the product label that is invisible indoors but clearly visible in sunlight. In addition, the BASF know-how Verbund has

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Global Communication
BASF Crop Protection
Katharina Fischer
Phone: +49 621 60-27034
katharina.fischer@basf.com

Regional Communication
BASF Crop Protection
Asia Pacific
Marius Rummel
Phone: +65 6398-5019
marius.rummel@basf.com

BASF SE
67056 Ludwigshafen
Phone: +49 621 60-0
<http://www.basf.com>
Media Relations
Phone: +49 621 60-20916
Fax: +49 621 60-92693
presse.kontakt@basf.com

created a special BASF color pigment to provide an additional unique characteristic that makes it even easier for farmers and retailers to identify genuine BASF products.

The technology has already been incorporated into the BASF Cabrio®, Cabrio® Top, Merivon® and Cantus® fungicide product labels since March 2015. Beginning in 2016, it will be incorporated into the labels of other product lines, and the technology will be updated.

Long-term commitment to reduce illegal products in crop protection market

BASF's investment in China is one more milestone in the company's ongoing global fight against counterfeit crop protection products. In other markets, like Brazil, BASF has also invested in a tailor-made device that helps its customers to check the authenticity of their purchase. The so-called DAF (anti-counterfeiting device) system consists of a seal containing a data matrix code and a modern bimetallic foil that can be applied to all product containers. Through directing a laser pointer to the bimetallic foil, BASF's sales force and customers can identify the authenticity of the product: if authentic, the word BASF will be reflected. With illegal crop protection products making an estimated 9% of the total market, such solutions are of extreme relevance to Brazilian growers and further support to the development of sustainable agriculture.

About BASF's Crop Protection division

With sales of more than €5.4 billion in 2014, BASF's Crop Protection division provides innovative solutions in crop protection, seed treatment and biological control as well as innovations to manage nutrients and plant stress. Its portfolio also includes products for turf and ornamental plants, pest control and public health. BASF Crop Protection is a leading innovator that partners with growers to protect and enhance crop yields, enabling them to produce high quality food more efficiently. By delivering new technologies and know-how, BASF Crop Protection supports growers to make a better life for themselves, their families and

communities. Further information can be found on the web at www.agro.basf.com or on our [social media channels](#).

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 over €74 billion in 2014 and around 113,000 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.