

150 years



News Release

BASF Presents New Types of the Readily Biodegradable Chelating Agent Trilon® M

- **Trilon® M Max as the high-performance phosphate alternative for automatic dishwashing detergents**
- **Extra benefits in terms of enhanced formulation flexibility and esthetic choice of the end product**
- **Trilon® Ultimate as 2-in-1 solution for improved stability and extra glass protection**

Ludwigshafen, Germany – October 14, 2015 – At the SEPAWA Congress 2015, BASF will present new types of the readily biodegradable chelating agent Trilon® M, which has established itself in the market as the high-performance phosphate alternative for automatic dishwashing detergents. EU regulations stipulate that phosphate will be virtually prohibited for this application in Europe from 2017. In the US, 16 states have already banned phosphate in this application since 2010.

Trilon® M binds the hard water ions particularly effectively and prevents limescale buildup on the dishes during the dishwashing cycle. It is readily biodegradable and fulfills the criteria for the EU Ecolabel.

“With our Trilon® M portfolio, we offer our customers the possibility of formulating automatic dishwashing detergents that contribute to sustainable development, without compromising on performance,” says Michael Ceranski, Head of Regional Business Management Home Care and Industrial & Institutional Cleaning Europe at BASF. “For consumers, this means sparkling glasses and dishes after every dishwashing cycle.”

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Besides the high-performance Trilon® M, BASF will also present the innovative, technologically advanced Trilon® M Max. In addition to the properties of Trilon® M, this second generation solution offers further advantages in terms formulation flexibility and esthetic choice for the automatic dishwashing detergent. Trilon® M Max also allows more compact product formats.

Trilon® M and Trilon® M Max are available in solid and liquid form. They are therefore suitable for formulation in dishwashing tablets as well as powder and liquid products including dishwashing gels.

At the SEPAWA Congress, BASF will also present a 2-in-1 solution with the name Trilon® Ultimate. This product is based on Trilon® M Max and provides special effects in addition to the properties of the innovative chelating agent. The Trilon® Ultimate granules offer advantages such as improved stability of the dishwashing tablet or extra glass protection, to keep consumers' glasses sparkling even after a large number of dishwashing cycles.

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 leading supplier for the cosmetics industry as well as the detergents and cleaning agents industry and support our customers worldwide 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. Superabsorbents 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 at www.care-chemicals.basf.com and www.homecare-and-i-and-i.basf.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 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.