

News Release



BASF opens regional platform for design activities in Shanghai

- **BASF supports designers in Asia Pacific with new designfabrik®**
- **Platform helps bring innovative design ideas to life**

BASF is connecting with designers in Asia Pacific at a new regional platform for design activities, located in Shanghai. designfabrik® helps designers in Asia Pacific realize their concepts by bridging the gaps between creative ideas and the possibilities of various materials. At the same facility, BASF is also hosting design-related activities for coatings solutions, care chemicals, construction chemicals, pigments and leather chemicals. The hub provides advanced solutions for multiple industries including automotive, cosmetics, building and consumer goods.

The new platform is located at the BASF Innovation Campus Asia Pacific (Shanghai), the company's largest research and development (R&D) site in the region and the global headquarters of Advanced Materials & Systems Research. "With our design expertise, we want to translate inventions into daily products that enhance people's quality of life, by connecting industrial designers with BASF researchers, developers and business experts," said Dr. Harald Lauke, President of Advanced Materials & Systems Research, and Regional Research Representative for Asia Pacific, BASF.

At designfabrik, customers' designers and design consultants collaborate with BASF in-house designers and engineers. BASF design experts focus on appearance, color, surface and function,

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while BASF engineers provide assistance in the development of component design adapted to plastics. “At designfabrik we will assist designers in the various phases of product development and to help them realize even the most daring ideas,” said Andy Postlethwaite, Senior Vice President, Performance Materials Asia Pacific.

“Design is at the heart of the interface between customers and products. Our mission is to be the first point of contact at BASF for all design driven industries,” said Eva von Traitteur, Head of designfabrik Shanghai and BASF Design Center Asia Pacific. “We collaborate closely with teams across R&D and business divisions with diverse material, processing and industry expertise under the same roof. This makes it easier to develop original solutions with a long term horizon, in addition to providing ongoing design consultancy for our customers.”

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 112,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information at www.basf.com.