

News Release

January 20, 2020

BASF 3D Printing Solutions reinforces Asia Pacific presence under new brand “Forward AM”

- **End-to-end material and service solutions for the entire value chain marketed under new brand “Forward AM”**
- **Showcase of innovative prototypes to meet Asian customers’ growing industrialization needs**
- **BASF at TCT Japan (January 29-31, Tokyo Big Sight); TCT Asia (February 19-21, Shanghai New International Expo); Manufacturing World Japan (February 26-28, Makuhari Messe)**

Hong Kong SAR, China – January 20, 2020 – BASF 3D Printing Solutions (B3DPS) is set to showcase its innovative materials and service portfolio to help customers drive the industrialization of the next generation of additive-based manufacturing at three major trade fairs in Asia Pacific: TCT Japan in Tokyo, TCT Asia in Shanghai, and Manufacturing World Japan in Tokyo. Forward AM, the new B3DPS corporate brand for industrial additive manufacturing solutions, will be presented for the first time in the Asia Pacific region.

“Asia Pacific is transforming into the world’s fastest growing 3D printing market, and we forecast it will continue to grow with clearly differentiated products and highly diverse applications,” said François Minec, Managing Director, BASF 3D Printing Solutions. “We will provide an extensive range of highly innovative 3D printing technology products and services to our customers in this region, enabling them to manufacture even faster, at higher quality, and more cost-efficiently.”

Regarding the new brand name, “Forward” stands for future-oriented, leading-edge materials and technology, while “AM” stands for “Additive Manufacturing”. The new arrow-symbol brand logo and “Innovating Additive Manufacturing” baseline emphasize the company’s dynamic approach to this industrial manufacturing sector.

“We are proud to introduce the Forward AM brand to our customers in Asia Pacific. Our new brand stands for the highest possible product quality, and emphasizes our commitment to supporting our customers’ drive for industrial scalability by providing them with end-to-end material and service solutions – all the way from the initial product idea to its serial manufacture,” said François Minec.

Under the Forward AM brand, visitors to these three major trade shows will have the opportunity to discover an industrial 3D printing extensive materials portfolio that includes powder bed fusion compounds, advanced plastic and metal filaments, as well as the latest photopolymers for automotive, aerospace, medical, dental and consumer goods applications.

Along with this extensive product portfolio, customers in the Asia Pacific region will benefit from an entire virtual engineering service spectrum that ranges from a component’s initial design concept (“Design for AM”), through simulation (“Ultrasim®”), printing and finishing, all the way to scanning and prototype testing.

Expanded distribution network to offer comprehensive local services

To respond quickly and flexibly to local customers’ needs, BASF 3D Printing Solutions has partnered with local distributors: Beyondtech Co. Ltd. in South Korea, and Japan 3D Printer Co. Ltd. in Japan for Ultrafuse® filaments. At the two Japanese trade fairs together with Japan 3D Printer Co., Ltd, B3DPS will showcase its broad Ultrafuse® filament portfolio.

We look forward to welcoming you to our B3DPS booths at:

TCT Japan at Tokyo Big Sight, January 29-31 (South Hall 4, Booth No: 4S-E07);
TCT Asia at Shanghai New International Expo Center, February 19-21, (Hall W5, Booth No: W5-G47);
Manufacturing World Japan 2020 at Makuhari Messe, February 26-28 (Hall 9, Booth No: 47-9).

About BASF 3D Printing Solutions

BASF 3D Printing Solutions GmbH, headquartered in Heidelberg, Germany, is a 100% subsidiary of

BASF New Business GmbH. It focuses on establishing and expanding the business under the Forward AM brand with advanced materials, system solutions, components and services in the field of 3D printing. BASF 3D Printing Solutions is organized into startup-like structures to serve customers in the dynamic 3D printing market. It cooperates closely with the global research platforms and application technologies of various departments at BASF and with research institutes, universities, startups and industrial partners. Potential customers are primarily companies that intend to use 3D printing for industrial manufacturing. Typical industries include automotive, aerospace and consumer goods. For further information please visit: www.forward-am.com.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 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 six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.