



## Joint News Release

**BASF Media contact:**

Marlena Mista  
Tel.: (289) 360-6016  
Email: [marlena.mista@basf.com](mailto:marlena.mista@basf.com)

**Quadra contact:**

Fraser McIntyre  
(450) 510-5816  
[fraser\\_mcintyre@quadra.ca](mailto:fraser_mcintyre@quadra.ca)

### **BASF names Quadra Chemicals as new distributor for micronutrients products in Canada**

MISSISSAUGA, ON, April 17, 2019 – BASF Canada signed an agreement with Quadra Chemicals Ltd., a leading chemical and ingredient distributor, to represent its portfolio of micronutrients products in Canada effective March 1, 2019.

“Quadra’s industry knowledge, customer-focus and capabilities make them the ideal partner to distribute our micronutrients products in Canada,” said Jerome de Lapeyre, Head of Distribution & Market Development, BASF Canada. “This strategic partnership will enable us to efficiently service the market and our customers in Canada.”

BASF’s AgChem Additives offers a broad portfolio of liquid and solid chelated micronutrients for customers in the agriculture industry.

“Quadra is proud to represent BASF, a global producer of high-quality micronutrients,” said Fraser McIntyre, Industry Manager, Soluble Fertilizer, Quadra. “As a complement to our existing high-quality product offerings, focused sales team, and technical support, we look forward to meeting the diverse micronutrient needs of Canada’s growers from coast to coast. “

## **About BASF**

BASF Canada, headquartered in Mississauga, Ontario, has approximately 1190 employees at production facilities and offices located across Canada. BASF Canada is a subsidiary of BASF SE, and an affiliate of BASF Corporation. To find out more about BASF's activities in Canada, visit [www.basf.ca](http://www.basf.ca) or follow us on Twitter [www.twitter.com/basfcanada](https://www.twitter.com/basfcanada).

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 20,000 employees in North America and had sales of \$19.7 billion in 2018. For more information about BASF's North American operations, visit [www.basf.com](http://www.basf.com).

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 Depository Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).

## **About Quadra**

Quadra is a leading partner of chemical and ingredient products, specialized services and innovative solutions in Canada, and targeted sectors in the North American Resources Industry. We are proud to have exclusive partnerships with many of the world's best manufacturers. Quadra has also earned preferred-supplier status with Canada's most successful and respected companies. Our commitment to service excellence ensures there is a team of dedicated professionals ready to address challenges and deliver success. Thanks to industry expertise and extensive market knowledge, we respond quickly to changing market dynamics and emerging industry trends. Our National infrastructure ensures we offer coast-to-coast market coverage, from densely populated cities to remote locations. Quadra's logistical experts strategically utilize our distribution locations in an effective and cost-efficient manner. For 40 years we have remained one of the top privately owned chemical distribution companies in Canada, and are ranked 8th on the Top 100 Chemical Distributors in North America.