

# News Release

## **Increasing speed to market: BASF opens new Elastollan TPU Development Center**

WYANDOTTE, MI, October 30, 2019 – BASF opened its Elastollan® TPU Development Center in Wyandotte, Michigan to offer customers from around the world the opportunity to collaborate directly with BASF experts on thermoplastic polyurethane (TPU) solutions in new and exciting ways.

“Innovation has always been a key differentiator of our business,” said Gulay Serhatkulu, Head of BASF Performance Materials in North America. “This facility will give us the opportunity to elevate our innovation capability for TPU.”

The new development center allows customers to create and test new TPU solutions without having to interrupt their own production facilities. Customers can evaluate formulations faster, shorten development cycle times, develop production-quality samples and, ultimately, increase their speed to market.

“Customers can test and develop blown, cast or flat die sheet and film solutions as well as tubes and jackets for hoses and cables,” said Nabarun Roy, Head of Elastollan TPU Product Development, BASF Performance Materials North America. “We also have coextrusion capabilities that offer customers everything they need to develop new TPU solutions. The in-house, pilot scale capabilities will make us a preferred innovation partner, in addition to being a global manufacturing hub.”

To learn more about the Elastollan TPU Development Center and how it can turn ideas into ideal solutions, visit [wireandcable.basf.us](http://wireandcable.basf.us).

### **About BASF Performance Materials division**

BASF's Performance Materials division encompasses the entire materials know-how of BASF regarding innovative, customized plastics under one roof. Globally active in four major industry sectors – transportation, construction, industrial applications and consumer goods – the division has a strong portfolio of products and services combined with a deep understanding of application-oriented system solutions. Key drivers of profitability and growth are our close collaboration with customers and a clear focus on solutions. Strong capabilities in R&D provide the basis to develop innovative products and applications. In 2018, the Performance Materials division achieved global sales of €7.65 billion. More information online: [www.plastics.basf.com](http://www.plastics.basf.com).

### **About BASF**

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