



We create chemistry

# News Release

## **BASF launches the new readily biodegradable, anti-redeposition polymer BVERDE GP 790 L**

- **Modified polysaccharide that provides the performance of acrylate chemistry without sacrificing on sustainability**
- **Readily biodegradable ingredient with 79% biobased content**
- **Compared with acrylic-based chemistry, better compatibility with standard detergent formulations, yielding a clear and homogenous product**

FLORHAM PARK, NJ, November 28, 2023 – BVERDE® GP 790 L is the latest addition to BASF’s comprehensive portfolio of ingredients for laundry detergent applications. This new, readily biodegradable\*, anti-redeposition polymer is designed to meet customers’ growing need for products with greater emphasis on sustainability without compromising on performance.

“The launch of the BVERDE readily biodegradable polymer demonstrates our unwavering commitment to bringing innovative, sustainable ingredients to the market,” said Amita Gupta, Vice President Business Management for Home Care and Industrial Solutions North America. “BASF’s team of experts works tirelessly to ensure that we stay ahead of the curve when it comes to cutting-edge technology and new ingredients, restating our commitment to our customers and the environment.”

While BASF is expanding its sustainable offerings, it is also designing new ingredients that can match the anti-redeposition performance of acrylate polymers

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with a superior ecological profile. BVERDE GP 790 L is a 79% biobased and readily biodegradable polymer that is more compatible with standard detergent formulations than acrylic-based chemistry, yielding a clear and homogenous product.

The introduction of BVERDE GP 790 L represents a continuation of the sustainable journey on which BASF's Home Care and I&I Solutions business is committed to pursuing. BASF strives to ensure that all its products and processes are as sustainable and eco-friendly as possible and is committed to doing its part to help protect the planet. With this launch, BASF Care Chemicals continues to address future challenges around sustainability, digitalization, and innovation, the cornerstones of [Care 360° – Solutions for Sustainable Life](#).

\* Readily biodegradable means  $\geq 60\%$  degradation within 28 days, as measured by OECD 301F method.

#### **About the Care Chemicals division at BASF**

The BASF division Care Chemicals offers a broad range of ingredients for personal care, home care, industrial & institutional cleaning, and technical applications. We are a leading global supplier for the cosmetics industry as well as the detergents and cleaners industry, and support our customers 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 and UV filters. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available online at [www.care-chemicals.basf.com](http://www.care-chemicals.basf.com).

#### **About BASF**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,000 employees in North America and had sales of \$25.7 billion in 2022. For more information about BASF's North American operations, visit [www.basf.com/us](http://www.basf.com/us).

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 111,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €87.3 billion in 2022. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](http://www.basf.com).