

# News Release

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## **BASF launches new website for Performance and Formulation Additives**

- **The new website provides faster access to BASF additives and formulation recommendations**
- **New products meet increasing requirements in performance and sustainability**
- **Quick access to additive web-seminars and BASF additive experts**

BASF launched a new website for 'Performance and Formulation Additives'. The new website (<http://www.basf.com/additives>) offers multiple value-adding features. Its design provides faster and easier access to new additives, fulfilling increasing market needs for performance and sustainability as well as stricter regulatory requirements. The BASF 'Performance & Formulation Additives' portfolio enables the conversion from solvent to water-based formulations, helps to reduce the CO<sub>2</sub> footprint and contributes to a higher efficiency and reduction in complexity for our customers.

BASF additive customers from various industries, such as Paints and Coatings, Construction, Printing and Packaging, Adhesives and Composites can now easily access a series of new additive web-seminars and podcasts through the website.

The web-based tool '[Lab Assistant](#)' has also been upgraded. This tool helps formulators to quickly explore BASF additive and formulation recommendations, compare products, access product safety data, order samples and contact our experts.

“The new BASF Additive website combines our strong focus on innovation and digitalization and our commitment to serve our customers in the best possible way. New products for more sustainable solutions, easy access to information and the know-how of our dedicated additive technical experts and sales teams are the basis to continue to grow together with our customers globally,” said Dr. Claus Dallner, Vice President, Global Business Management for Performance & Formulation Additives, BASF.

### **BASF’s Performance & Formulation Additives portfolio**

BASF is a premiere provider of performance and formulation additives for the Paints and Coatings industry. With a comprehensive range of respected brands and a broad technology base of dispersing agents, defoamers, rheology modifiers, wetting agents and surface modifiers, film-forming agents, light stabilizers, antioxidants and optical brighteners, our unique portfolio helps to enable performance-driven products, which are passionately designed to meet the latest and most stringent environmental regulations. [www.basf.com/additives](http://www.basf.com/additives)

### **BASF’s Dispersions & Pigments division**

The Dispersions & Pigments division of BASF develops, produces and markets a range of high-quality pigments, resins, additives and polymer dispersions worldwide. These raw materials are used in formulations for a number of industries, including coatings, construction, adhesives, printing and packaging, electronics, and paper. With its comprehensive product portfolio and its extensive knowledge of the industry, the Dispersions & Pigments division offers its customers innovative and sustainable solutions and helps them advance their formulations. For further information about the Dispersions & Pigments division, please visit [www.dispersions-pigments.basf.com](http://www.dispersions-pigments.basf.com).

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 110,000 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 is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2020. 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).