

# News Release

P135/18e  
March 01, 2018

## Deicer for private use now available online

- **Cooperation between Addcon, BASF – online sale on Amazon**
- **Viaform® is an efficient and proven deicer**
- **Better biodegradability than conventional products**
- **Based on salts derived from BASF formic acid**

Ludwigshafen, March 1, 2018 – The Addcon Group and BASF have teamed up to develop a solution for the online distribution of a deicer for private use on Amazon. Addcon markets the proven deicer based on sodium formate, a salt produced from BASF formic acid, under the Viaform® brand. This is a tried-and-tested solution for deicing sidewalks, house entrances, streets, cycle lanes, company premises and artificial sports pitches. Viaform is based on Addcon's professional deicing solution, which has been used on runways and aprons at airports for more than 20 years.

It is an efficient and environmentally-friendly deicing agent. Since Viaform contains no chlorides, it is more readily biodegradable than conventional products. It is not hazardous to animals and does not have a corrosive effect on metals. "Together with Addcon, we have developed a digital solution for the sale on Amazon that will allow us to deliver Viaform to end users quickly and reliably. Consumers in Germany and Austria can now order the sustainable deicing solution based on formic acid in the online shop conveniently from their own home," said Carla Seidel, Business Management for Acids and Specialties in Europe.

Viaform is based on formic acid from BASF: a versatile and high-quality intermediate that has proven its worth in numerous applications, such as for the preservation of animal feed. Formates, the salts of formic acid, are an environmentally-friendly and highly-efficient deicer for airport runways. In addition, formic acid is used in the oil extraction industry for creating and completing the bore hole, as well as in shale gas exploration. It is also a highly effective decalcifier and disinfectant. Many beekeepers also use the organic acid to protect bees from the dangerous varroa mite. BASF operates formic acid manufacturing plants in Ludwigshafen (Germany); Nanjing (China) and Geismar (USA).

Viaform is exclusively available in the [online shop on Amazon](#).

#### **About BASF Intermediates**

The BASF Group's Intermediates division develops, produces and markets a comprehensive portfolio of about 700 intermediates around the world. Its most important product groups include amines, diols, polyalcohols, acids and specialties. Intermediates are for example used as starting materials for coatings, plastics, pharmaceuticals, textiles, detergents and crop protectants. Innovative intermediates from BASF help to improve both the properties of final products and the efficiency of production processes. The ISO 9001 certified Intermediates division operates plants at production sites in Europe, Asia and North America. Around the globe the division generated sales to third parties of about €3 billion in 2017. For more information, go to [www.intermediates.basf.com](http://www.intermediates.basf.com)

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 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 five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of €64.5 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).