
For immediate release

BASF and Haier launch joint Innovation Lab in China

- **Collaboration to develop high quality polyurethane-based products and applications for high energy efficiency**
- **Lab to double up as a learning facility**

Qingdao, China – June 28, 2017 – BASF is teaming up with Haier to offer high quality polyurethane-based solutions to customers jointly developed at a new Innovation Lab in Qingdao, China. The lab, housed within the Haier Industrial Park, will further strengthen innovation collaboration between the two companies. It will conduct joint research and development projects as well as oversee tests and quality control of polyurethane-based home appliances, including hot water boilers.

“The new lab brings together the expertise of both partners to improve operational efficiencies through the utilization of shared resources. The collaboration will be instrumental in enhancing various quality parameters of polyurethane products in order to meet the ever-demanding consumer need for energy saving, yet efficient, home appliances,” said Mr Jingchun Wang, Manufacturing Director, Haier Zhongyi plant.

The lab, located near Haier’s training center for engineers, will also serve as a learning facility for both companies. It will provide theoretical and practical training, as well as act as a platform for technicians to share best practices and ideas for future projects.

“Through a holistic training program, BASF and Haier will have the opportunity to learn from each other about our unique technologies. Together, we aim to create solutions that will benefit our customers. BASF will bring to the table its expertise in material innovations and competences, which can help Haier’s designers and technical experts make more informed decisions about material innovations used in polyurethane-based projects,” said Manfred Pawlowski, Vice President, Consumer, Performance Materials Asia Pacific, BASF. “Similarly, Haier can help us better understand market needs by sharing technical knowledge about advanced technologies in home appliances.”

The lab will house several instruments such as a heat conductivity coefficient screening instrument, water quantity controller, viscosity detector, universal tester, foam cutting machine, high accuracy electronic scale, and explosion-proof blender to accommodate all quality aspects of polyurethane products.

In March 2017, BASF was awarded Best Supplier by Haier for the third consecutive year.

About Haier

Founded in 1984, the Haier Group is today the world's leading brand of major household appliances and is now transforming from a traditional manufacturer to an open entrepreneurship platform. In the era of the Internet and post e-commerce, Haier will extend its ecosystem to social networks and community economies while enhancing the user value of Haier products and services and instilling integrity as a core competence throughout the Group. Haier aims to become a global leader in the era of the Internet of Things.

About BASF's 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 2016, the Performance Materials division achieved global sales of € 6.9 billion. More information online: www.performance-materials.basf.com.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 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 about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.



Haier

Media contacts:

Grey Guo
Phone : +65 6432 3684
grey.guo@basf.com

Tanya Tian
Phone : +86 21 2039-2268
tanya.tian@basf.com

Zuo Bin
Haier
Tel: +86 132 8088 0583
Email: zuobin@haier.com