

News Release

BASF presents broad portfolio of surfactants at CESIO Congress in Istanbul

- **BASF reveals new possibilities for many applications and industries at booth 150**
- **BASF experts offer insights into the latest surfactant development and research**

Istanbul, Turkey – June 1, 2015 – BASF is participating in the 10th CESIO World Surfactant Congress at the Haliç Congress Center in Istanbul, Turkey, from June 1 to 3, 2015. In keeping with the theme “Surfactants in a Globalizing World — Creating New Possibilities,” the congress focuses on current, global challenges and solutions relating to surfactants, in addition to providing a platform for experts to exchange information.

BASF showcases these new possibilities at booth 150 with an insight into its expertise and broad surfactant portfolio for Home Care and Industrial & Institutional Cleaning (I&I), Personal Care, as well as for industrial applications and agrochemical formulations.

“The congress offers a platform for us to present the diverse applications and the new global possibilities along the entire surfactant value chain, and to exchange information with our customers on site,” according to Jens Kroker, Senior Vice President Home Care and Formulation Technologies Europe.

New possibilities with surfactants for cleaning applications

For Home Care applications, there is a growing demand for

June 1, 2015
P236/15e
Birte Kattelman-Jagdt
BASF Personal Care Europe
Phone: +49 2173 4995-464
birte.kattelman@basf.com

Anne Steinz
Home Care and I&I Europe
Telephone: +49 621 60-93997
anne-kathrin.steinz@basf.com

BASF SE
67056 Ludwigshafen, Germany
Phone: +49 621 60-0
<http://www.basf.com>
Media Relations
Phone: +49 621 60-20916
presse.kontakt@basf.com

detergents and cleaners that clean quickly and efficiently, provide care, are safe and easy to use, and that save resources. At the CESIO Congress, BASF showcases new global possibilities to meet these requirements.

For more sustainable dishwashing, BASF is presenting combinations of Dehypon[®] surfactants, Sokalan[®] PA polymers, and the high-performance, readily biodegradable chelating agent Trilon[®]M. These combinations offer an environmentally-friendly alternative to phosphates in dishwashing tablets without compromising on performance. The Dehypon surfactants show a high rinse performance and enable a superior drying of dishes — even of plastics. They are also suitable for Ecolabel certification.

In industrial and institutional cleaning, the focus is on the convenient and safe use of cleaners that efficiently achieve their cleaning results while saving resources. BASF will present a new solution at CESIO Congress for the cleaning of membranes which are used in various applications in the dairy and beverage production. The BASF innovation consists of the use of readily biodegradable, nonionic surfactants that offer advantages in terms of cleaning performance as well as in application.

Surfactants based on certified sustainable palm oil and palm kernel oil

BASF actively supports the use of palm oil and palm kernel oil from sustainable, certified sources. The company offers a diverse portfolio of surfactants from certified sustainable palm oil and palm kernel oil for the European home care and personal care industry. Jan-Peter Sander, Senior Vice President Personal Care Europe of BASF explained: “We help our customers to develop value-added formulations that meet the strongly increasing demand for certified, sustainable raw materials. Depending on their individual requirements, they can choose between two certified supply chain models to drive their own sustainable development forward.” The offer includes primary surfactants for cosmetic formulations or household cleaners.

The palm oil and palm kernel oil used to produce these ingredients is certified by the Roundtable on Sustainable Palm Oil (RSPO) and sourced either through the supply chain system 'Segregated' or 'Mass Balance'.

Surfactants for Personal Care products with Ecolabel

The demand is growing – the same is true for shampoos, shower gels, liquid soaps, and bath products made from surfactants that are certified with the Ecolabel. BASF's Texapon® Easy offers a suitable solution: the blend of coco sulfates and lauryl glucosides contains no preservatives, is well mucous membrane compatible, and its active ingredient content of 60 percent ensures excellent foaming properties.

Surfactant compositions such as Texapon® MC120 make it possible to manufacture Personal Care products in an energy-efficient way that conserves resources. The blend of ether sulfate and monoethanolamide is well tolerated by the skin and can be processed without heating at 20°C. The cold process cuts energy costs and the processing times are almost halved. Furthermore, an active ingredient content of more than 50 percent provides shampoo or shower gel applications with an excellent cleaning capacity and very good foaming properties.

New possibilities with surfactants for crop protection

BASF presents Agnique® TXI for agrochemical formulations. This nonionic surfactant increases the effectiveness of crop protection products by increasing retention and spreading properties of spray solutions on the treated leaves. As a result, the performance of the crop protection product is increased which is also demonstrated by a crop yield improvement.

Insights into the latest surfactant development and research

At the CESIO Congress, BASF experts will be giving the following presentations:

Tuesday June 2, 2015			
Time	Speaker	Topic	Venue
12:30–12:55	Dr. Paul Klingelhöfer	2-Propylheptyl Alcohol-based Surfactants—Nonionic Retention and Spreading Agents	Technical & Applications—Agrochemical Applications (Fener Auditorium)
15:30–15:55	Ellen Pfrommer	Surfactants and Other Cosmetic Ingredients—How the Ingredient Manufacturer Can Support Cosmetic Companies to Ensure Compliance	Safety & Regulatory Affairs—Surfactants Chemicals & Standardization Management (Eyüp Auditorium)
18:00–18:25	Dr. Corinna Boehme	Automatic Dishwashing: Without Phosphate—Without Compromise!	Technical & Applications—Detergent and Cleaning (I) (Fener Auditorium)
Wednesday June 3, 2015			
Time	Speaker	Topic	Venue
09:00–09:25	Dr. Arend J. Kingma	Advantages in the Use of Nonionic Surfactants for Membrane Cleaning	Technical & Application—Detergent and Cleaning (II) (Fener Auditorium)

About BASF

At BASF, we create chemistry — and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products, and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition, and improving the quality of life. We have summed up this contribution in our corporate purpose: we create chemistry for a sustainable future. BASF generated sales of over €74 billion in 2014 and had around 113,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA), and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.

About BASF's Care Chemicals division

The BASF division Care Chemicals offers a broad range of ingredients for hygiene, personal care, home care, industrial & institutional cleaning, and technical applications. We are the leading supplier for the cosmetics industry as well as the

detergents and cleaning agents industry and support our customers worldwide 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, pigments, and UV filters. Superabsorbents developed for the full spectrum of hygiene applications complete the range. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available at www.care-chemicals.basf.com.