



We create chemistry

# News Release

## What's in your can of paint? BASF helps customers reduce carbon footprint with ACRONAL MB

- **Requires no reformulation – identical product performance with a significantly reduced product carbon footprint through biomass balance approach**
- **Decreases use of fossil-based resources through sustainably sourced bio-feedstock**
- **Third party certified by REDcert<sup>2</sup>**

CHARLOTTE, NC, October 16, 2023 – BASF has launched the ACRONAL<sup>®</sup> MB portfolio of acrylic binders for Architectural Coatings in North America. These binders offer the same quality and performance of our existing ACRONAL products, with the added benefit of a reduced CO<sub>2</sub> footprint for a more sustainable can of paint.

### Lowering environmental impact with ACRONAL MB

BASF's biomass balance approach, certified by REDcert<sup>2</sup>, allows the use of sustainably sourced bio-feedstocks to replace the fossil-based raw materials required in the manufacturing of ACRONAL products. Since the renewable raw materials are substituted early in the value chain, the resulting ACRONAL MB binder is chemically equivalent to its fossil-based ACRONAL product, and no reformulation is required.

In the Architectural Coatings industry, the majority of greenhouse gas emissions come from indirect sources in the value chain, including purchased raw materials. By

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incorporating ACRONAL MB acrylic binders into architectural formulations, BASF enables its customers to significantly reduce the Product Carbon Footprint in their can of paint.

“As we launch our new biomass balance ACRONAL portfolio, we’re not just looking to provide a solution; we’re looking to pioneer a sustainable future for the architectural coatings industry,” said Justin Davis, BASF Business Director, Architecture, Infrastructure and Adhesives. “Our commitment to innovation and sustainability is at the core of the ACRONAL MB product line, and together, with our customers, we are refining what’s possible in the world of sustainable architectural coatings.”

### **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).