

# News Release

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## **BASF introduces VALERAS™, a new brand for its plastic additives portfolio that enables customers to achieve their sustainability goals**

- **VALERAS™ represents BASF's plastic additives' offerings with a high sustainability value**
- **It includes the new range of products that help close the loop in plastics' circularity**
- **New website with emphasis on sustainable solutions**

Ludwigshafen, Germany – June 30, 2021 – BASF has focused the sustainable solutions of its plastic additives' portfolio under the new global brand VALERAS™. VALERAS bundles the company's longtime experience, innovative solutions, and regulatory support with the aim to increase the sustainability of plastics along the entire polymer value chain. Later this year, the portfolio will expand to include the company's additive packages for mechanically recycled plastics and their applications.

"The trend towards sustainability has been accelerating, driven by consumer demand and more stringent legislation. Our customers are facing increasing pressure regarding sustainable innovations and challenges of plastics recyclability," says Dr. Thomas Kloster, President, Performance Chemicals, BASF. "With VALERAS, we create new value for plastics by supporting our customers on their sustainability journey with novel solutions and services. VALERAS shows our broader ambition: to establish a platform that covers all our additive solutions that contribute to the sustainability goals of our customers."

VALERAS includes BASF's existing plastic additives that bring a significant sustainability value to plastic applications by improving durability, saving energy, reducing emissions, and promoting biodiversity.

The VALERAS portfolio will continuously evolve to support customers from the plastics industry on their sustainability journey. With more than 100 experts and 5 competence centers around the world, BASF Plastic Additives is already working on the development and introduction of new VALERAS offerings for a sustainable future.

### **New web presence details the benefits of VALERAS**

As part of its comprehensive sustainability initiatives, BASF Plastic Additives has also launched a new website [www.plasticadditives.basf.com](http://www.plasticadditives.basf.com) that emphasizes its sustainability solutions and services. Visitors will easily find information organized by industries and applications. Proven customer success stories from various industries, as well as relevant product data, give further insights on best practices. In addition, it also showcases new technologies and innovations that can enable customers to make their own businesses more sustainable.

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### **About BASF Plastic Additives**

BASF is a leading supplier, manufacturer and innovation partner of plastic additives. Its comprehensive and innovative product portfolio includes additives which provide ease in processing, heat and light resistance to a variety of polymers and applications including molded articles, films, fibers, sheets and extruded profiles. The portfolio is constantly analyzed, assessed and actively improved towards solutions which make a larger contribution to sustainability. More information about plastic additives: [www.plasticadditives.basf.com](http://www.plasticadditives.basf.com).

BASF plastic additives is part of BASF's Performance Chemicals division. The division's portfolio also includes fuel and lubricant solutions, kaolin minerals, as well as oilfield chemicals and mining solutions. Customers from a variety of industries including Chemicals, Plastics, Consumer Goods, Energy & Resources and Automotive & Transportation benefit from our innovative solutions. To learn more, visit [www.performancechemicals.basf.com](http://www.performancechemicals.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).