

Photo Release



BASF's Creation Center China includes 'Creator's Lab' with enhanced digital tools

Shanghai, China – June 28, 2023 - The Creation Center China in Innovation Campus Shanghai now includes a new facility, 'Creator's Lab', as well as enhanced digital tools to engage visitors on Creation Center projects and BASF's extensive material database.

At the Creation Centers, BASF designers, engineers, and simulation experts support customers in the early product development phase – from design conceptualization to technical specification, material testing, prototyping, and validation.

The 'Creator's Lab', a model-making workshop area, will enable the proof-of-concept models, mock-ups, and rapid prototypes from ideas generated through the Creation Center ideation workshops. This will accelerate the co-creation of product and application concepts in an agile, creative environment.

About BASF

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.

About BASF's Performance Materials division

BASF's Performance Materials division is at the forefront of the much-needed sustainability transformation in plastics. Our products are co-created with customers around the globe to bring innovations to four major industry sectors – transportation, consumer goods, industrial applications, and construction. Our R&D focuses on all stages of the plastics journey: Make, Use and Recycle. The MAKE phase is about improving how plastics are made, from product design to the choice of raw materials and the manufacturing process itself. The USE phase enhances plastics' strengths such as light weight, robustness, and thermal resistance. At the end of the product lifecycle, the RECYCLE phase looks at how to close the loop to achieve a circular economy. In 2022, the Performance Materials division achieved global sales of €8.5 billion. Join #ourplasticsjourney at: www.plastics.basf.com