

# When Pioneers Become Partners.

Specialty Monomers



 **BASF**

The Chemical Company

[www.specialty-monomers.basf.com](http://www.specialty-monomers.basf.com)



## You and us: **A partnership driven by innovation.**

*A pioneering spirit provides fertile ground for great discoveries. Imagine, then, the potential when two innovative companies share their ideas and become partners. Our cooperation with you gives rise to new products that would previously have been inconceivable.*

### **Innovating – together**

Our wide product expertise, our practical experience gained through numerous applications in the sector and our continual progress in research and development are a sound foundation for strong and sustained innovation.

If you have innovative product ideas and wish to implement them to the highest technical standard, we are the ideal partner. As part of BASF – The Chemical Company – the product area of Specialty Monomers stands for three core values that assure our joint success: **innovative vitality, cooperation,** and **competent consulting.** You can experience these values with each step you take with us.

*Let's begin our joint success story today!*

*Together we create chemistry.*







*It is our goal to provide powerful, competent, technological support for your developments from the outset.*



# Cooperation: Joining forces for success.



*Your product ideas and our expertise in the area of Specialty Monomers are the driving force behind the products for today's and tomorrow's markets.*

*The Verbund structure of BASF is one of our strengths, enabling us to create value as one company by using our resources efficiently. Within the Verbund, production plants and infrastructure, expertise and customers are all networked intelligently. We are part of this system and as our customers, you are included within it through our partnership.*







### **The best team in industry**

With high-quality products and intelligent solutions, innovations and new technologies, we develop new market opportunities for ourselves and our customers through a trustworthy partnership. We work together in close cooperation in order to identify areas of business potential and to develop products, processes and services to a high scientific and technical standard. We support you with a reliable supply through an intelligent logistics concept.

We aim to make our customers more successful. Our relationship within the team and with our business partners is therefore characterized by mutual respect and open dialog.

### **How we cooperate and what we offer:**

- We protect our customers' expertise.
- We offer cooperation on the basis of confidentiality agreements.
- We support our customers flexibly in bringing their products to market: our plant structures enable new and existing products to be made available on a scale ranging from one kilogram through pilot-scale quantities of a few tons up to full production volumes.
- We possess comprehensive experience in the most diverse of industries.
- Our efficient logistics concepts assure reliable delivery.

# Competent consulting: Because simple answers are no longer sufficient.

*We regard Specialty Monomers as pioneers for completely new product properties that support you in your ideas for new product solutions. We develop your product together and in accordance with your requirements, in the quantity you need and with the shortest possible time to market. The focus is upon the success of your application.*

## **Ideal conditions for new product developments**

We use highly diverse production technologies, enabling us to produce monomers with unique functions and properties. With our innovative, cutting-edge manufacturing methods such as enzymatic catalysis, we are able to produce new monomers that would not be possible by using conventional methods.

## **An enabler of new functionality**

You can also rely upon our chemical engineering expertise. With directed monomer design at a molecular level, we create new chemical structures that permit numerous desired properties, for example enabling the functionality of surfaces to be influenced with even greater precision.

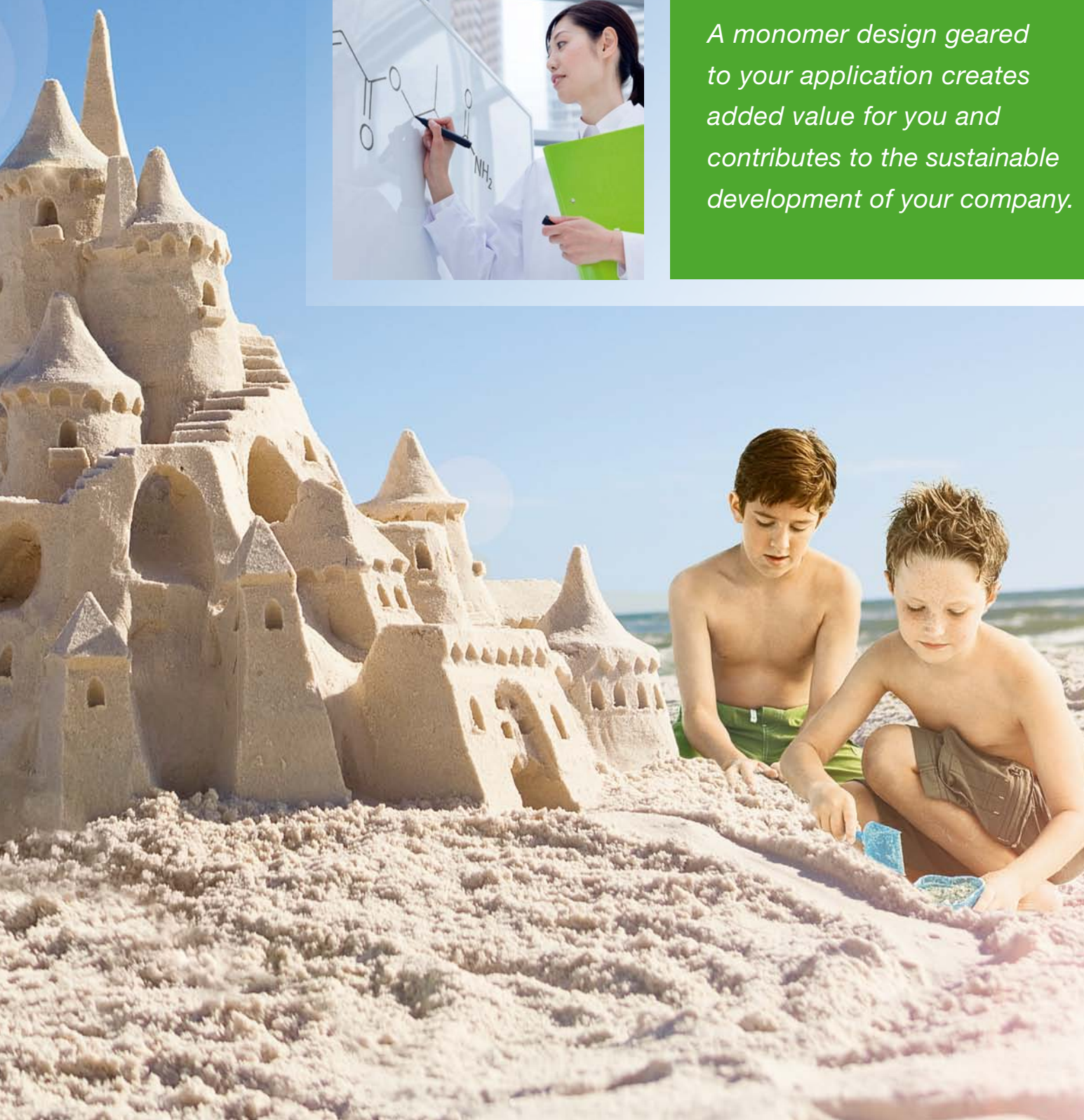
*We rise to a challenge – present us with one!*







*A monomer design geared to your application creates added value for you and contributes to the sustainable development of your company.*







# Applications: What monomers are capable of.

*Specialty Monomers are the key to essential properties of today's products in numerous industries.*

*Specialty Monomers of BASF make your products more attractive, more durable and more effective.*

#### Examples of application areas:

- In **automotive coatings**, Specialty Monomers improve scratch resistance in clear top coats.
- In **architectural coatings**, Specialty Monomers allow excellent chemical resistance and weatherability and can improve the wet adhesion of dispersions on multiple surfaces, e.g. wood, plaster.
- In **adhesives**, Specialty Monomers provide excellent crosslinking to increase the mechanical properties and chemical resistance in the adhesive layer.
- In **paper manufacturing**, Specialty Monomers allow a reduced paper thickness and improve the sharpness of ink application.
- In **water treatment**, Specialty Monomers assist in the separation of anionic impurities from industrial wastewater.
- In **oilfield applications**, Specialty Monomers inhibit paraffin growth in oil and improve its flow properties in pipes.
- In **personal care products**, Specialty Monomers provide high humidity resistance in hair care products and improve the rheology in body care products.

*Where will we find your success story?*





## Essential considerations: **The environment and the human factor.**

*We offer solutions that promote sustainability and are committed to the rules of Responsible Care®.*



### **Added value through sustainability**

The initiative, a part of our corporate strategy, combines commercial success with social responsibility and protection of the environment. Specialty Monomers champion sustainable development and the application of new technologies. This is our contribution towards a viable future for ourselves and for future generations.

### **Safety has utmost priority**

The effectiveness and the safety of our Specialty Monomers are equally important to us. From research through to production and application, our focus is on ensuring the profitable application, safe handling and responsible use of our products.

In pursuit of all these aims, we offer our customers the BASF Stewardship Program as part of our service. We would be pleased to discuss the details with you.







**The right partner for your success!**



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