

News Release



Strong BASF presence at upcoming American Coatings Conference and Trade Show

CHARLOTTE, NC, April 4, 2016 – BASF helps customers “Coat with Confidence” at the American Coatings Conference and Trade Show (ACS), April 11-14 at the Indiana Convention Center in Indianapolis. During the conference, BASF will present seven papers, two posters and co-host one tutorial session. On the show floor, BASF welcomes attendees with a new, innovative booth structure to highlight its broad portfolio of solutions and technologies for coatings manufacturers.

Visitors to the BASF booth (#1431) will see a wide range of sustainable coatings solutions for the architectural, construction, transportation, industrial, furniture and flooring markets in the areas of latex polymers, binders, resins, pigments, colorants, minerals and formulation and performance additives.

“ACS allows BASF to showcase its versatile portfolio of products and solutions and inspire new ideas to help address industry challenges,” said Gerry Podesta, Senior Vice President, BASF Dispersions & Pigments, North America. “This event allows us to share our industry resources and breadth and depth of our product offerings with customers across market sectors.” .”

With an emphasis on formulation expertise, BASF will host “Formulate on the Floor” sessions to raise concern of anyproduct or industry challenges and consult with a member of the Formulations Services Institute (FSI). The FSI is a cross-functional team dedicated to addressing common industry challenges to provide a holistic approach to customer service in tandem with the technical services teams.

For more information contact:

Beth Earnst
BASF Corporation
704-587-2587
beth.earnst@basf.com

BASF Corporation
11501 Steele Creek Rd
Charlotte, NC 28273
www.basf.us/acs2016

During the show, BASF will launch of three new globally available pigments, Lumina® Royal Dragon Gold EH 0908 and Cinquasia® Uniflow Magenta EH 4504 and EH 4555, that enhances styling options across a variety of product markets.

BASF scientists will present the following papers and posters during the conference:

Monday, April 11:

- *Tutorial 4: Waterborne High-Performance Coatings* (8:30 a.m. – 10 a.m.) – Ivan Tyre, Alberdingk Boley and Lori Boggs, BASF Corporation
- *New Generations of Nonionic Non-Gelling Surfactants for Emulsion Polymerization* (2 p.m. – 2:30 p.m.) – Greg Drewno
- *Optimized Binder-TiO₂ Interaction for Maximal Hiding Power* (3 p.m. – 3:30 p.m.) – Nicholas Foley
- *Dispersing Agent for Solventborne, High-End Industrial Pigment Concentrates* (5 p.m. – 5:30 p.m.) – Arne Rick
- *Poster: Novel Hindered Amine Light Stabilizer for the Stabilization of Coatings* (pg. 17) – Mervin Wood
- *Poster: Alternate Crosslinking System for Wood Coatings* (p. 21) – Sunitha Grandhee

Tuesday, April 12

- *New Plasticizing Co-Monomer for Use in Emulsion Polymerisation* (2 p.m. – 2:30 p.m.) – Greg Drewno
- *Formulating Water-Based, High-Gloss DTM Topcoats with the Aid of High Throughput Screening* (2:00 p.m. – 2:30 p.m.) – Vincent Goldman
- *Formulating to Minimize Film Defects in 100 g/L Solventborne 2K Polyurethane Coatings* (2:30 p.m. – 3 p.m.) – Clifford Seipke
- *New NMP-Free Acrylic Polyurethane Hybrid Dispersion for Excellent Mechanical Resistance* (3 p.m. – 3:30 p.m.) – Jennifer Long-Susewitz
- *Block Resistance of Low-VOC Waterborne Direct-to-Metal Coatings* (4 p.m. – 4:30 p.m.) – Aditi Chavannavar
- *Modeling of Total Solar Reflectance as a Formulation Tool* (4:30 p.m. – 5 p.m.) – Wally Kesler

Exhibitors and visitors alike see the ACS as the leading North American industry show and conference for the coatings market. This show offers new innovations to provide immediate business opportunities, and a complete range of products for the production of high-value, competitive coatings, paints, sealants, construction chemicals and adhesives.

BASF will release media about featured products ahead of the show. To learn more visit: www.basf.us/acs2016

About BASF's Dispersions & Pigments Division in North America

BASF's Dispersions & Pigments Division in North America offers a comprehensive portfolio of resins, binders, latex, pigments and effect pigments, colorants, and systems to meet specific application needs for the coatings, construction, printing and packaging, plastics and paper markets. Our innovative products also help manufacturers in the adhesives, nonwovens and fiber bonding industries meet functional and performance demands. Key product areas of formulation additives, rheology modifiers, light stabilizers, photoinitiators, and antioxidants significantly enhance the BASF product portfolio for these markets. For more information about BASF's Dispersions & Pigments Division, visit www.basf.us/dpsolutions.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has nearly 17,500 employees in North America, and had sales of \$17.4 billion in 2015. For more information about BASF's North American operations, visit www.basf.us.

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 112,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas.

BASF generated sales of more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information at www.basf.com.