

# News Release

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## **BASF to bundle development and marketing activities in the field of asphalt in one central hub**

Material-saving, resilient, long-lasting and easy to repair – the list of requirements to be met by the roads and streets of tomorrow is long. Hence, great future challenges lie ahead of road construction companies. In order to offer comprehensive solutions for the production of asphalt and bitumen, BASF combines, from now on, the development and marketing activities in the EMEA region in one central hub.

“Road-based freight transport across Europe will continue to increase significantly in the future; sustainability is therefore a key issue when it comes to infrastructure. This is why we work on new solutions to meet customer needs such as longer durability and improved maintenance as well as energy and carbon-dioxide savings,” said Christoph Hansen, head of the Dispersions & Resins Europe business unit where the central platform is going to be based.

“Additives for bitumen and asphalt are instrumental in making road surfaces more effective and longer-lasting. There are, however, great differences between one asphalt recipe and another. What matters therefore is to focus on the development of tailor-made, local solutions to meet customer requirements. I am very much looking forward to this exchange,” underlined Dr. Mario Šandor, head of the new EMEA asphalt platform.

The current BASF portfolio includes asphalt modifiers of the Butonal® brand, that will be marketed in future by BASF and BTC, the European distribution organization of

BASF. The high-quality polymer dispersions that are based on styrene butadiene rubber (SBR) will primarily be used for asphalt emulsions providing them with superior durability among other things.

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#### **About BTC**

BTC Europe GmbH is BASF's European sales company for specialty chemicals. We combine a profound knowledge of the industry with a close proximity to our customers. With its eleven regional offices in Europe, BTC supplies small and medium-sized customers from a wide variety of industries with about 6,000 products. BTC is headquartered in Monheim am Rhein, Germany. Further information on BTC is available on the Internet at: [www.btc-europe.com](http://www.btc-europe.com).

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 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 six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of more than €60 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).