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# News Release

## **BASF opens Customer Innovation Center for its Care Chemicals division in Mexico**

MEXICO CITY, MEXICO, March 8, 2019 – BASF opened a brand-new Customer Innovation Center for its Care Chemicals division serving the Mexican market. The multifunctional center offers an open space architectural design that fosters closer collaboration and nurtures cross industry pollination, allowing BASF and its customers to develop tailor-made solutions. BASF experts will support and work together with customers to develop applications for the specific needs and trends of a variety of market segments: Home and Personal Care, Industrial Processing and Agricultural Additives.

“The Mexican market is an important growth driver for Care Chemicals,” said Scott Thomson, Senior Vice President, Care Chemicals North America, BASF. “Partnering with our customers to drive innovation has always been a key part of our strategy and the new center will enable us to jointly develop unique market creations.”

“Customized solutions meeting the requirements of consumers in different markets are key for business growth,” said Claus Wünschmann, President of BASF Group in Mexico, Central America and the Caribbean. “With our new Customer Innovation Center, we can provide on-site technical expertise and market insights to facilitate the development of tailor-made products for the specific needs of our customers in the Mexican market.”

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### **About the Care Chemicals division at BASF**

The BASF division Care Chemicals offers a broad range of ingredients for personal care, home care, industrial & institutional cleaning, and technical applications. We are a leading global supplier for the cosmetics industry as well as the detergent and cleaner industry, and support our customers with innovative and sustainable products, solutions and concepts. The division's high-performance product portfolio includes surfactants, emulsifiers, polymers, emollients, chelating agents, cosmetic active ingredients and UV filters. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available online at [www.care-chemicals.basf.com](http://www.care-chemicals.basf.com).

### **About BASF**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 20,000 employees in North America and had sales of around \$20 billion in 2018. For more information about BASF's North American operations, visit [www.basf.com](http://www.basf.com).

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 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 around €63 billion in 2018. 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).