

## Spotlight on Afera Gold Sponsor: adhesive raw materials supplier BASF

As a global company, BASF has the strength and expertise to supply high-performance and environmentally friendly raw materials to the adhesives industry. BASF is a Member of Afera and actively contributes to the adhesives industry within the Association.



BASF SE is a leading, worldwide manufacturer of innovative and sustainable adhesive raw materials for the tapes industry, primarily aqueous dispersions and UV-curable acrylic hot melts. The company enables its customers to produce high-performance, as well as environmentally friendly, adhesives for a wide range of applications in various industries.

Headquartered in Ludwigshafen, Germany, BASF Group has around 112,000 employees who contribute to the success of its customers in nearly all sectors and almost every country in the world. The Dispersions & Resins division of BASF develops, produces, advances and markets a range of high-quality polymer dispersions, resins, additives and electronic materials worldwide. These raw materials are used in formulations for a number of industries, including coatings, construction, adhesives, printing and packaging, electronics and paper.

### **BASF's competitive edge**

BASF does not just produce high-quality raw materials for a great number of applications; it is also a reliable, long-term partner to adhesives and tapes manufacturers of all sizes. Whether it involves development, application, testing, analysis or



certification, the experienced team of technical and product experts provides customers with the support they need, when they need it. As a leading manufacturer of adhesive raw materials with an extensive network across the globe, BASF is often ahead of the curve—and is thus able to provide its partners with the latest information about regulatory developments and trends.



## The trends BASF sees

Sustainability is not just a buzzword; it is a trend determining BASF's strategy and operations. The biomass balance (BMB) approach is an example. With biomass balancing, BASF can offer its customers products with minimised carbon footprints without having to compromise on technical performance. Within the field

of pressure sensitive adhesives (PSAs), this is the case for both technologies, the aqueous dispersions and UV-curable acrylic hot melts. Offering products with minimal carbon footprints is just one building block towards greater sustainability. The European Green Deal (EGD) and the Circular Economy Action Plan (CEAP), as well as the new Chemicals Strategy for Sustainability (CSS) included therein, pose new challenges to the European adhesives tapes industry.

## BASF's contribution to Afera

BASF SE wants to support Afera in its efforts to represent the interests of the adhesive tapes industry to the E.U. Commission. The company sees its responsibility as a global chemical company and would like to contribute actively with its expertise in sustainable solutions and regulatory affairs to demonstrate its commitment to the adhesive tapes industry.

For more information, visit [www.basf.com/adhesives](http://www.basf.com/adhesives).