

90-Line Waterborne



The Smart Choice

Seventy percent of worldwide car manufacturers use waterborne basecoat finishes, which for a number of reasons makes 90-Line Waterborne the smart choice.

First of all, 90-Line is the most advanced technology available in today's market. It's this superior technology that gives 90-Line some distinct advantages over conventional solventborne systems. In addition to better hiding and easier blending, 90-Line saves time. And less time means increased productivity.

Also, unlike other waterborne systems, with 90-Line bases you don't have to worry about shelf-life or special shipping to prevent freezing.

And, add to this the fact that waterborne technology is not only environmentally more responsible, but also much safer for your employees.

90-Line... another world-class finish from Glasurit.

For more information contact your local Glasurit sales representative, call us at 1-800-825-3000 or visit us online at www.basrefinish.com.

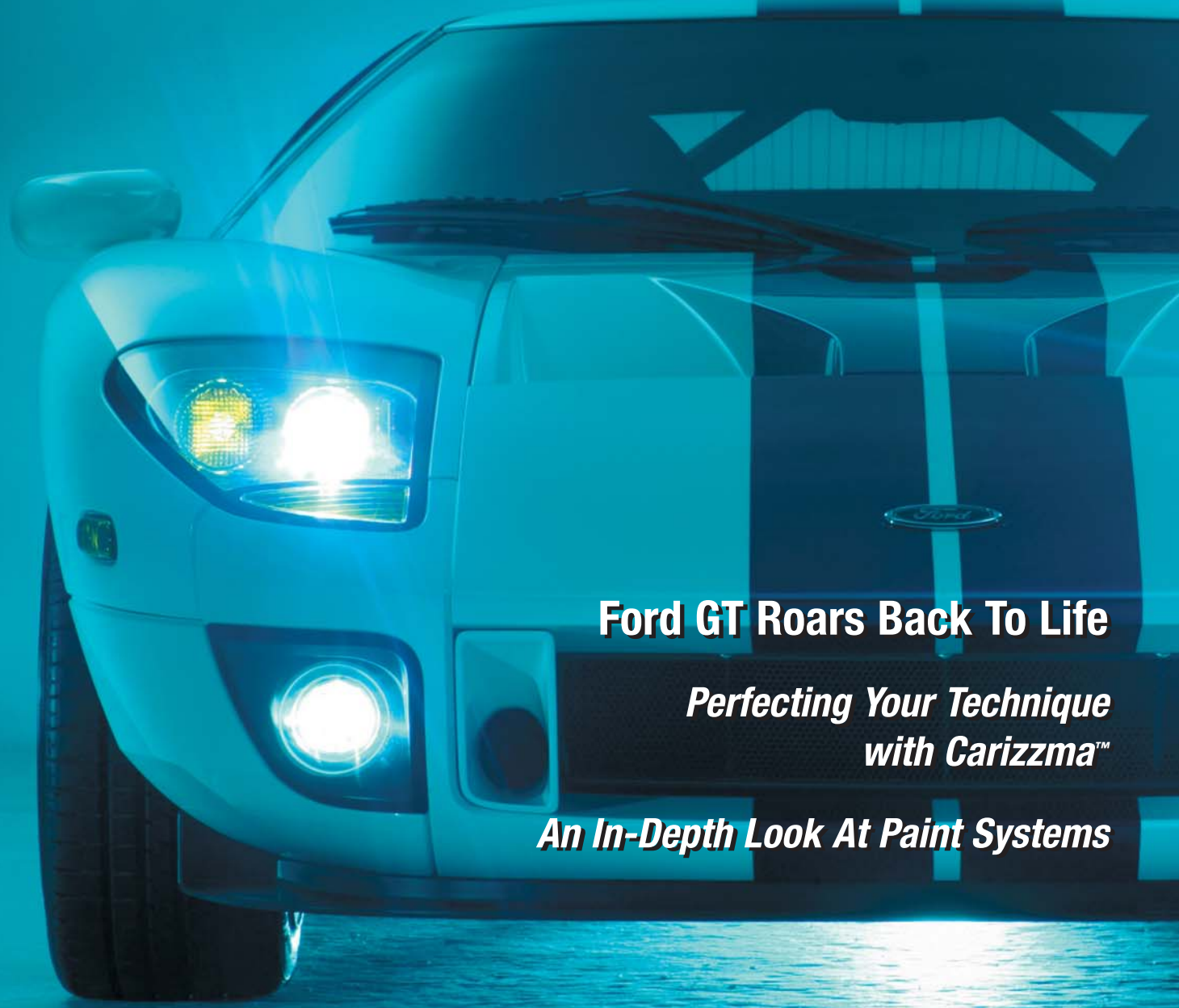


Helping Make
Products Better™



THE WINNING SPIRIT

Helping Make
Products Better™



Ford GT Roars Back To Life

*Perfecting Your Technique
with Carizzma™*

An In-Depth Look At Paint Systems





Every winter I find it remarkable that another year has gone by so quickly. What seems to accelerate the pace is the incredible number of achievements we, at BASF Refinish, have been able to pack into twelve short months.

Early in the year, the BASF corporate logo changed signaling a renewed dedication to forming partnerships with our customers. We brought Carizzma™ custom colors to the already-versatile R-M® product portfolio, and we introduced UV products in both the Glasurit® and R-M lines, to help bodyshops significantly reduce cycle times. Glasurit 90 Line waterborne technology continued to set the industry standard for waterborne coatings—meeting all regulatory requirements.

During the year we continued to develop important training materials and business solutions designed to give our customers a significant competitive edge. Leading the way was our Distance Learning program. We developed the “Glasurit Painting Plastic Parts CD,” the new electronic training tool that shows how to repair plastic parts perfectly. We also restructured the VisionPLUS® Lifetime Warranty program, offering you and your customers one of the best warranties in the industry, backed by the resources of BASF throughout North America. The basfrefinish.com website also underwent a change. Along with a new look, the site is now much faster and easier to navigate.

2004 also saw BASF return to NACE, and our booth's theme, “We're Making Winners,” characterized the kind of year it was. With Las Vegas as the venue, we energized long-time relationships and created many new ones. We also increased our presence at the SEMA Show, with exhibits promoting our commitment to the important truck cap and custom color market segments.

Clearly, it has been a terrific year, one filled with breakthroughs and milestones. At BASF we never forget that our success is dependent on our customers' success. So allow me to sincerely thank you for your business and express our organization's warmest wishes for a happy holiday season and a most rewarding new year.



Al Winterman

Al Winterman
Group V.P. Automotive Refinish

OEM UPDATE

BASF and Toyota Certified Collision Center program help dealers boost profits.

Business is more robust than ever for those Toyota dealer collision centers that are Toyota Certified and using BASF products and VisionPLUS services. That combination is reducing cycle times and streamlining the repair process for Toyota dealers across the country.

Ron Tokin, a Toyota Certified Collision Center (TCCC) in Portland, Oregon is expanding his bodyshop to accommodate

increased business. Shop Manager, Michael King says, “The combination of Toyota certification and BASF products and services have positioned us to grow. We find the Toyota Certification helps assure our customers their vehicles will be repaired correctly. And BASF paint comes out right the first time, and every time. Expensive re-dos are a thing of the past. Additionally, with BASF assistance we are able to identify areas which need improvement by tracking key data that supports changes for improvements.”

In Phoenix, Arizona another TCCC

THE WINNING SPIRIT

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UNO HD™	CTR™
Crystal Bases™	AERO-MAX®
Limco®	COLOR-MAX®2
SmartTOOLS™	SmartTRAK®
SmartCART™	SmartLINK™
SmartSCAN®	SmartCOLOR™
VisionPLUS®	PBEMall.com
Carizzma™	ColorSource®
bodyshopmall.com	ColorSourceMall.com
Flash Fill™	Power Fill®

Glasurit is a registered trademark of BASF Coatings AG.


The Chemical Company

dealer, Bell Road Toyota, is using BASF products and VisionPLUS. Manager Mike Mendoza reports, “The advantage in marketing and customer satisfaction through the Toyota and BASF programs has helped increase our business and customer loyalty. The BASF paint products and service, including their lifetime warranty, help assure our customers are happy.”

Joe Skurka, Manager, OEM for BASF's Automotive Refinish business in North America, offers this, “By teaming up with Toyota we intend to make the dealerships even more efficient.”

UPDATE

Rad Rides by Troy raves about Glasurit.

Troy Trepanier is one of the most honored custom-car builders in the country, so his endorsement of a product carries a ton of weight. Rad Rides by Troy (of which BASF is a sponsor) has been featured on TLC's Rides show. Here is what Troy has to say about BASF's Glasurit line.

“We look for the best products we can find and we've used many different paint products. But because we always try to do each of our cars better and take it to another level, we just weren't satisfied. So we switched to Glasurit on our '32 Ford project. It was our first time using it and the results were the best we've ever had. It was just amazing.”

But Troy expects more from his paint than just a pretty face. “You can make something look good right now, but what

about two years from now? What impressed me most about Glasurit were the durability and longevity factors. With Glasurit we did some really unique colors and some neat textures on this Ford. It's really awesome.”

Troy has learned what others already know: Glasurit has earned its reputation for world-class finishes.

To see the '32 Ford and learn more about Rad Rides by Troy, visit www.radrides.com

RAD RIDES BY
TROY



UPDATE

More exposure for BASF at World of Wheels and Autorama

BASF is asserting its leadership in the collision repair industry by increasing its sponsorship and participation in the popular *World of Wheels* and *Autorama* series of custom auto shows. About 1-million custom-car enthusiasts attend these events annually.

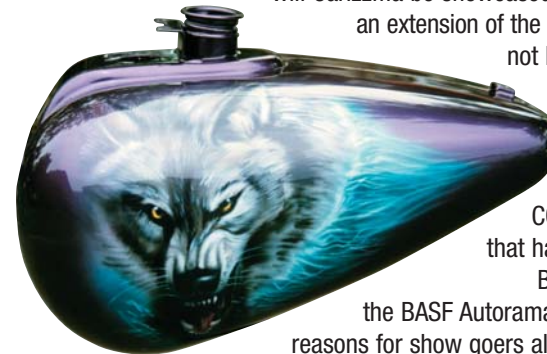
This year, we will be exhibiting at all 24 Autorama events in the U.S. and Canada. The shows feature over 300 competitive car and truck classes, from sport compacts to customs and lowriders to hot rods. Add to that a number of celebrity appearances and you get a sense of the excitement the shows generate. That is why Autorama always receives outstanding coverage by national broadcast, internet, and print media.

Our booth will feature the complete R-M® line, with a special focus on Carizzma™ colors. Some of the wild color and design possibilities with Carizzma will be on display in the form of painted motorcycle tanks, sample domes, and several brilliantly painted locker doors, some of which were displayed at the SEMA show in Las Vegas. Not only will Carizzma be showcased, but customers will be reminded that it is

an extension of the R-M Diamont line, which means they do not have to purchase another system to get a custom finish. That saves them time, money, and space.

Also on display will be the industry's number one color tool, COLOR-MAX®2, the extraordinary system that has revolutionized color matching.

Bigger and brighter than ever this year, the BASF Autorama booth will be packed with plenty of reasons for show goers all over North America to visit.

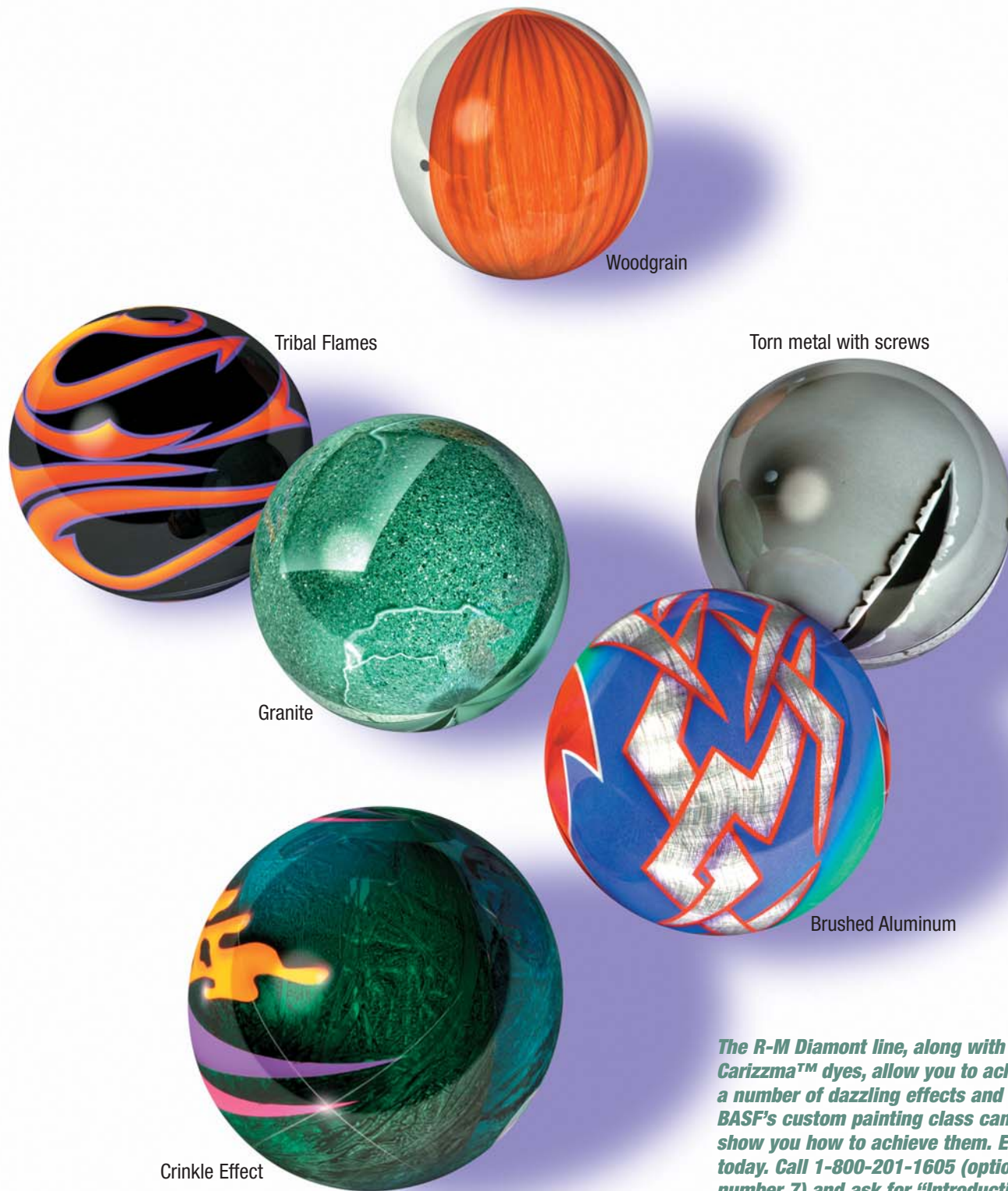


2005 Autorama Schedule

Jan. 7-9	Cincinnati, OH
Jan. 7-9	Boston, MA
Jan. 14-16	Milwaukee, WI
Jan. 14-16	Grand Rapids, MI
Jan. 14-16	St. Louis, MO
Jan. 21-23	New Orleans, LA
Jan. 28-30	Chicago, IL
Jan. 28-30	Salt Lake City, UT
Feb. 4-6	Baltimore, MD
Feb. 4-6	Indianapolis, IN
Feb. 11-13	Dallas, TX
Feb. 18-20	Calgary, AB
Feb. 25-27	Pittsburgh, PA
Feb. 25-27	San Antonio, TX
Mar. 4-6	Detroit, MI
Mar. 4-6	Washington, DC
Mar. 11-13	Kansas City, KS
Mar. 18-20	Omaha, NE
Mar. 18-20	Phoenix, AZ
Mar. 24-26	Winnipeg, MAN
Apr. 1-3	Green Bay, WI
Apr. 8-10	Minneapolis, MN

It takes more than Carizzma to create brilliant colors.

It takes technique.



Woodgrain

Tribal Flames

Torn metal with screws

Granite

Brushed Aluminum

Crinkle Effect

The R-M Diamont line, along with Carizzma™ dyes, allow you to achieve a number of dazzling effects and BASF's custom painting class can show you how to achieve them. Enroll today. Call 1-800-201-1605 (option number 7) and ask for "Introduction to Carizzma", class number RFN-111.

Carizzma™ custom colors can take you to new heights in creating stunning artwork. They are not only cleaner and stronger than most other dyes, but they give you the added benefit of being formulated within the R-M® Diamont® line. Getting the most out of Carizzma requires close attention to the steps necessary to achieve the best results. Armed with the right techniques, you are ready to show your artistry.



First, Safety.

When painting with Carizzma, as with any paint products, use precautions and common sense for your safety's sake. Before you begin, always read product labels and Material Safety Data Sheets (MSDS). Be sure you have the correct protective clothing and equipment. See that the work area is properly ventilated and keep containers properly labeled and closed when not in use.

Preparing the substrate.

1. Clean panel with 900 Pre-Kleano.
2. Sand panel with P600.
3. Clean with 909 Final Wipe.

Mixing Carizzma.

1. Mix one part Carizzma Dye Base with 10% BCH2 for adhesion. When applying at higher temperatures or on large areas, add up to 10% UR60 or UR70.
2. Carizzma Dye can be diluted with BC00 Base Clear at any amount desired. We recommend 3:1.

Spraying outlined flames. A first-hand, step-by-step demonstration.



1. After properly preparing the substrate, apply the groundcoat on the panel. After the groundcoat is applied, normally 2-3 coats (our example used pearlescent white).

2. Apply a rainbow of colors using Carizzma dyes, leaving a space between each color. Carizzma is most effective when applied in layers.

3. Apply another coat of Carizzma colors, this time filling in and overlapping. When the desired effect is achieved, allow 30 minutes of drying time before applying mask.



4. Two stencils will now be used. One is slightly larger than the other. Apply the first, or smaller stencil. Leave registration marks to line up the second stencil.

5. Apply a coat of Diamont Blue (we used a 1:1 mix of BC190 and BC470). It is not necessary to coat the entire surface since it is only an outline of the flame.

6. After applying the second stencil, spray Diamont black to cover (we used BC200). After the desired effect is achieved, allow the basecoat to properly flash, and apply two coats of clearcoat.

Basic guidelines.

1. Allow 30 minutes at 20°C/68°F before using masking tape.
2. Use UR Series thinners and reducers.
3. Use UR60 or UR70 up to 10% when applying at higher temperatures or for large areas.
4. Add 10% BCH2 to Carizzma dyes.
5. Be sure shop temperature is above 10°C/60°F before using.
6. To avoid bleeding of colors, spray clear between coats.

Note: Do not use fisheye eliminator, flex agents, DH42, or DH46. Never apply directly over any acrylic lacquer or lacquer finishes. Do not sand Carizzma dyes.



Your finished Carizzma panel.



1. BASF racecar wins the "Peoples Choice" Award 2. The Toledo Mudhens (AAA baseball) mascots cut up for race goers 3. BASF staffers get ready to cheer on their favorites 4. Racecars hug a tight turn in an action-packed heat.

BASF PAINT JOBS SHINE AT JUNIOR ACHIEVEMENT GRAND PRIX

On a hot, humid August day in Downtown Toledo, Ohio, 50 pint-sized racecars vied for the winner's trophy in the third annual Junior Achievement Grand Prix. BASF, a sponsor of this fun family event, had two racecars—a Glasurit® entry and an R-M® entry. Neither car won the overall victory however, BASF was a clear winner. While the BASF racing team did not put on the proverbial driving clinic, they did host a real-live paint clinic. BASF volunteers assisted twelve other race entrants with the custom painting of their racecars at the BASF training facility in Whitehouse, Ohio.

In the previous year, BASF's racecar won the Junior Achievement "People's Choice" award for its spectacular paint job. That inspired other entrants to seek BASF's painting expertise for the 2004 event. On four consecutive Saturdays

those racecars underwent their extreme makeover. The entrants (with guidance from several BASF volunteers) created their own design and then sanded and taped their cars. BASF's Applications Specialist, Todd Palermo, applied the paint. Michael Robinson of DaimlerChrysler, who coordinated the Junior Achievement Grand Prix complimented BASF on its contributions. "Thank you for hosting the paint clinic. BASF did a wonderful job... your company is a shining example of what the real spirit of the JA Grand Prix should be."

Though the BASF race teams were disappointed in not winning the big race, they once again were the "Peoples Choice."

About Junior Achievement

Junior Achievement's mission is to educate and inspire young people to value free enterprise, business, and economics in order to improve the quality of their lives. Junior Achievement is passionate people inspiring kids to learn the economics of life through free enterprise education. JA enables caring adults to share their experience with students to show them what it takes to be successful.



Being on the cutting edge of electronics helps give this ColorSource® jobber, and its customers, a competitive edge.

Motorcar Colors



Much is new at Motorcar Colors—new name, new logo, and new headquarters in Moorestown, New Jersey.

Owner, George Schulmann prides himself on being one of the most progressive distributors in the industry. And he goes the extra mile to provide his customers with value-added services that far exceed expectations.

"We try to be on the cutting edge of electronics," he says. "We've helped many customers set up their own websites, and we work hard to help them market their services. We're focused on customer support." That support even includes offering a number of training classes that cover subjects such as productivity, certification, training, and product application.

"BASF has always been a leader in eTools," says George, and he encourages his

wireless, hand-held computer is used to place orders for customers and streamline the inventory management process.

George has been a member of the ColorSource council for nine years and for the last five he has been its chairman. As a ColorSource jobber he finds plenty of profitable advantages. "Networking with other jobbers, meeting with others, learning...they learn from you, you learn from them," is the way George puts it.

While he has worked with many

Motorcar Colors currently employs 23 people at its two New Jersey locations, in Moorestown and Deptford. George would like to continue to build his business. He knows that BASF will work with him to help make that happen.

Meanwhile, Motorcar Colors will continue to offer the best products on the market, the most experienced staff,

"By focusing our energy and resources on BASF products, we have become experts in that product line."



customers to take advantage of those tools. He has signed up a good many of them for VisionPLUS® OnLine, the industry-leading interactive business analysis toolset. In fact, one of his customers is using the new Facility Planning feature that helps improve shop flow and productivity. Motorcar Colors utilizes many BASF eTools, including SmartCART™ Pro. This



competitive products, George has always gravitated toward BASF and he trusts the product line implicitly. He has good things to say about BASF people, as well. "We love the management of BASF. They are great to work with and they really care about my business."

George believes that as a ColorSource jobber Motorcar Colors can do a better job for its customers. "By focusing our energy and resources on BASF products, we have become experts in that product line."



unmatched delivery service, dedicated technical service, the latest technology, and value-added services.

George Schulmann sums up the BASF relationship this way, "They care about us just like we care about our customers."



Ford GT.....The Legend Roars Back To Life



Steeped in racing heritage, the new Ford GT is more than an extension of the breed, it is its own distinctly contemporary supercar.

The birth of the legend was in the mid-1960s when the Ford GT40 became the first to exceed 200 mph on the Mulsanne straightaway at Le Mans. It went on to beat the world's best, Ferrari, with a one, two, three finish at the 24 Hours of Le Mans in 1966, then won the next three years in a row.

That GT40 domination startled the automotive world back in the 60s, then startled it again most recently when the new Ford GT vaulted from concept car to production car in only 16 months.

Similar and totally different

The new Ford GT is clearly the offspring of its famed forefathers and shares the mystique that accompanies its name. For Ford GT Chief Designer, Camilo Pardo, the challenge was creating a thoroughly modern supercar, yet staying true to the original idea. First though, the design team had to free itself from the fear of creating a car that looked too much like the original. That they did.

While it retains that low-slung profile and the mid-mounted American V-8, every dimension of this reinterpretation is different from GTs of the 60s. The new GT is more than 18 inches longer and nearly four inches taller, and each aspect of its design, each nuance reflects a fierce individuality.

The best of everything, including BASF

Ford was committed to taking the new GT to the next level and that required the best of everything: brains, design ingenuity, technological innovation, and the best materials. To finish this masterpiece, the paint of choice is BASF.

Both OEM and refinish technologies are used—Glasurit primers, basecoats, and clearcoats—the same finishes that are used in collision centers throughout North America. The GT's finish is hand painted by Saleen, Inc., the automotive specialty company and a BASF partner that also creates the S7 supercar, the Saleen Mustang, and the race/road SR.

To bring a car like this to reality in such a short period of time meant that a myriad of new manufacturing and assembly technologies be employed. The seductive body of the GT, for example, features super-plastic-formed aluminum body panels. A special process uses aluminum alloys and a single die to form the complex shapes of the GT.

The industry's one-piece carbon fiber inner panel makes up the rear deck engine cover. Another industry first—a roll-bonding process—forms the car's floor panels. Extremely lightweight, it provides excellent noise abatement.

One potent powerplant

As in the championship racers, the new Ford GT's doors cut into the roof. On the leading edge of the rear quarter panel are cooling scoops that send fresh air to the engine—an all-American V-8. The MOD 5.4-liter V-8 features four-valve heads, forged crankshaft, H-beam forged rods, and aluminum pistons fueled by a supercharger. This magnificent powerplant pounds out more than 500 hps and 500 ft.-lbs. of torque.

From legend to concept car to production car, that has been the journey for the Ford GT. Today, when a fortunate and appreciative driver settles into the sport-bucket seat, grips the leather-wrapped steering wheel, and brings this legend to life, he won't be alone. The glory years of the 60s, the victories at Le Mans, the work of the race drivers, crews, engineers, designers, the cheers and adulation of an international racing crowd will be along for the ride.





Ford GT Historical Timeline

1963

Ford gets into sports car racing with the goal of beating Ferrari at Le Mans.

1964

The original GT40 prototype meets the press in England.

1965

GT40 qualifies at 24 Hours of Le Mans with new track record.

1966

GT40 Mark II takes first three places at Le Mans.

1968

GT40 wins Le Mans for third straight year.

1969

Once again, GT40 triumphs at Le Mans.

2002

The new GT40 concept car debuts at the North American International Auto Show.

2003

An updated GT concept car with a supercharged, 500-hp V-8 engine is displayed at the North American International Auto Show and production begins.



YOU CAN'T BEAT THE SYSTEM

BASF products are designed and developed to work together to give you optimum performance.

While it may be tempting to use a “generic” substitute to save a few dollars on a paint product, the consequences of comebacks, redos, and loss of a customer can be extremely costly. Despite the claims of “generic” manufacturers, logic tells us that it is virtually impossible for one product to contain the identical ingredients as all manufacturers’ products.

BASF has spent years developing and testing their products before they are released to the marketplace. These products are created to work together as a system and provide a quality, long-term finish. Basecoats, clears, and primers have specific chemical components that are designed to link into each other so that each layer in the coating film is compatible with the others.

Using products outside the system, like generic products, breaks this chemical chain. If a hardener not designed for the system is used, you will face adhesion and curing problems in the finish. The same is true for incompatible primers, undercoats, and clearcoats. Even altering recommended proportions—by adding more hardener or reducer—can threaten long-term durability and gloss retention.

BASF clears contain optimum levels of Ultra Violet components to protect against chalking and color fading over time.

Generic or lower-end clears try to keep costs low by including less than ideal UV levels. Unlike lower-end thinners, BASF uses urethane-grade solvents for fewer impurities and fewer defects. Even pot life is affected when going outside the system. The wrong hardeners and thinners can dramatically reduce pot life and that can mean wasted materials and film defects.

BASF designs systems that meet the most stringent VOC requirements. Substituting inferior products or not following proper mix procedures with products within the system can cause the VOC to be incorrect. Worse yet, it can put the BASF Lifetime Warranty in jeopardy.

Of critical importance in any repair job is color match. No paint manufacturer does more than BASF to help collision centers achieve the best match. Extensive quality checks are performed to ensure that we provide quality matches to the market and to our color tool, COLOR-MAX®2. Using a different hardener and solvents can cause serious color variation.

Another important element in the system approach is the training that accompanies it. BASF leads the industry in offering a variety of training forums, as well as excellent technical support. Training sessions are available at BASF Regional Training Centers, Field Locations, and even through an interactive Distance Learning Program.

With a BASF paint system you get it all: lifetime warranties, extensive training, technical support, and proven, consistent products that work together to give you the best results.

“BASF took me to a whole new level.”

— Joe Hudson
Joe Hudson's Collision Centers
Alabama and Florida



Back in 1989, with one shop in Montgomery, Joe and partner Traweek Dickson switched to BASF. “From then on, we didn’t have to worry about paint issues,” they recall. Today, they’re up to 15 shops in two states. “Now we use bodyshopmall.com for purchasing from our jobber. It saves time and gives us absolute inventory control.” It’s time for you to move up... so call 1-800-825-3000 or visit www.basrefinish.com.

WE’RE MAKING WINNERS



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HELPING MAKE PRODUCTS BETTER™

BASF



Take a 4' x 3' Three-Horned Rhino Beetle, add the magic of R-M® and you have...

BEEETLE MANIA



It is one thing to paint a Volkswagen beetle, but a far greater challenge to paint a sculpted beetle for display at a museum trade show. You could call it a "pet" project of painter Matt Ayles who lives in St. Petersburg, Florida. He is employed by Creative Arts Unlimited, a fabrication commercial art studio in Pinellas Park, Florida that creates dimensional displays for The Disney Companies, Universal Studios, and a number of museums, libraries, and retail stores.

The one-of-a-kind Three-Horned Rhino Beetle (*Chalcosoma Atlas*) was hand-sculpted out of foam by artist Tom

Sheehan and sprayed with a "hardcoat" that made it durable, weatherproof, and ready for painting. Then Matt took over.

He used R-M VP-126 UV Primer, which he learned about through a BASF refinishing class. Then he sprayed R-M basecoat—black and rich brown with the CB Series of pearls and micaceous pigments, mixed with 100 clear. The greens and blues over the

black created an ever-changing appearance for the beetle under light. For the final coat, Matt used DC 5100 clearcoat. Selected areas of the beetle, like its eyes and underbelly, were scuffed, then sprayed with just basecoat to give it a matte finish.

Ordered through their supplier, Refinish Line, Creative Arts Unlimited uses BASF Refinish products on much of what they create. And what they create ranges from sheer fantasy to fine art. Here's great evidence that BASF paint can cover anything from a four-cylinder bug to a three-horned beetle.

INDUSTRY VOICES



Laura Delmege
CEO
Chelsea Group, Inc.

The collision repair industry has been using 20 groups since the mid-1980s. These groups of non-competing businesses share and compare key financial and other operating data under a strict bond of mutual confidentiality. I would estimate that about 200 of the most advanced collision repairers belong to these groups that meet for an intense one- or two-day session every quarter.

When the group dynamics are cooking just right, there is a huge valuable exchange that can't be found by any other means. But it's much harder to make those dynamics happen than it looks. After all, you have a room full of entrepreneurs, most of whom have never had a boss, and who are not exactly shy with their opinions.

A truly effective meeting requires hours of planning, research, and preparation. There are so many variables—location, physical setup, agenda, personalities, and interaction between the members and the occasional guest experts my company brings in.

In the six groups Chelsea has operated, virtually all members have grown and profited—in a flat, or even declining market. I believe that today, leading collision repair owners absolutely need the 20-group environment to buy, sell, operate and manage better, and to strengthen their business in an increasingly competitive and difficult marketplace.

Founded in 1994, the Chelsea Group has an industry reputation for designing and operating effective 20 group programs for collision repairers. Laura became CEO in 2001.

In 2005, Chelsea will be facilitating BASF's VisionPLUS® 20-Group Program. See future issues of "The Winning Spirit" for details and membership opportunities.

eBusiness Toolbox

New look, more speed for basrefinish.com

The new BASF Refinish website has just been upgraded to make it much faster, and to reflect the new BASF corporate graphics. Users will find it even more efficient than before, because you can get the information you need quicker than ever.

There are many new features, too, like a handy "links" page. Here you will find links to other BASF websites, like BASF mall-sites and carizmacolors.com. There are also convenient links to key industry sites. With this feature, the BASF Refinish website has become, more than ever, a portal that is your entrance to a wealth of product and industry information. And now, when you visit one of those sites, pop-out windows allow you to remain in basrefinish.com.

Another new feature is the "What's new?" section. Here, anything new with BASF Refinish will be showcased. At a glance, you will find press releases, product and service updates, and any new electronic media.

More new features are on the horizon, like a "flash" piece that will serve as your menu for accessing all available electronic media such as Glasurit's "Painting Plastic Parts," the "R-M® Technical Advisor," and more.

The BASF website keeps evolving and keeps providing new, more convenient features. It has become a powerful tool that provides you with the kind of information and solutions that can increase your efficiency and build your business.

