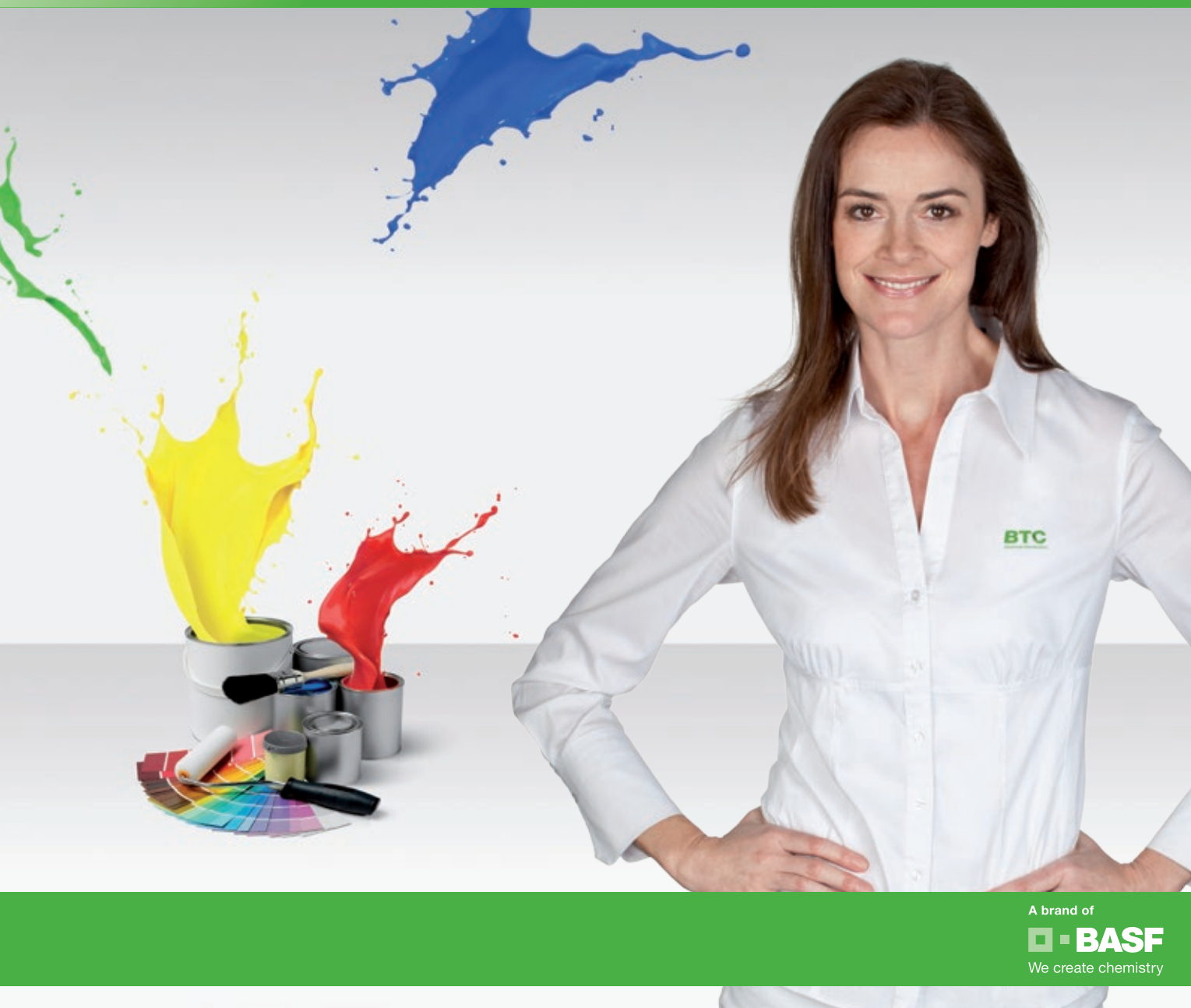


Solutions for the Coatings Industry



BTC belongs to the world's leading chemical group, BASF – We create chemistry.

BTC is BASF's European sales organization for speciality chemical distribution. The company's eleven regional sales offices supply customers from numerous industry sectors all over Europe with about 6,000 high-quality chemicals and specialities.

Our strengths lie in our knowledge of the industry, based on many years of experience, and our proximity to our customers. Together with them, we develop tailor-made solutions, making sure that they benefit from a single contact person and one-stop service.

They also profit from the unique advantages of the BASF Verbund in terms of logistics and product availability and from the individual service provided by our local contacts.

Successful together. Customers from different industries have different requirements and needs. The fact that we focus fully on the specific expectations of each individual customer allows us to produce tailor-made service packages for our clients.

This also includes complementing the innovative BASF products with the products of selected suppliers. If you wish, we also support you in all laboratory and application-related questions.

From the moment your order comes in to the delivery of your goods, we give you more: personal contact, professional service, short delivery times, flexibility and creativity when it comes to meeting your requirements.



Your central BTC contacts bundle and manage all inquiries and competently advise you on all your commercial and technical needs, directly and with no fuss.

For us, proximity to our customers means that, if you wish, you only have one local contact person, regardless of where you are in Europe and where you need us – our standardized data and information system guarantees processes that are efficient from start to finish.

This allows us to tap new markets together and guarantees that all our products can be used to the best possible effect.

www.btc-europe.com

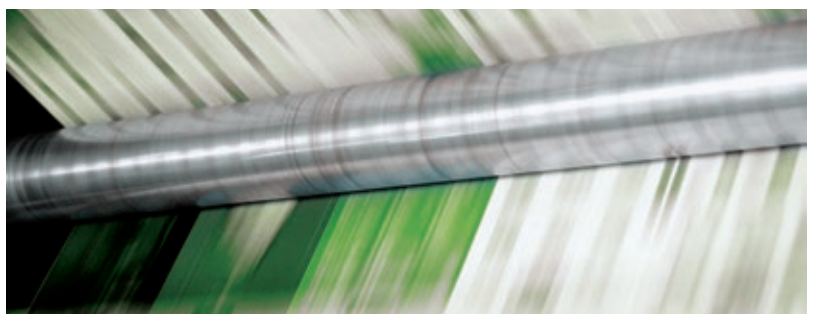
More information about our company.

BTC – your expert for coatings

BTC supplies the coatings industry with a wide range of products. Our broad technology base of dispersions, resins, additives and colourants help enable performance-driven solutions.



Architectural Coatings



Printing & Packaging Coatings



Automotive & Industrial Coatings

Architectural Coatings

BTC is an innovative, reliable and committed partner to the architectural coatings industry. We offer the widest available range of products from a single source combined with formulation know-how and technical expertise. The BTC platform not only provides cost-efficient solutions, it enables our partners to formulate better paints that deliver higher performance coupled with improved functionality and sustainability.

BTC understands that products for interior applications have to meet increasingly demanding environmental standards while ensuring outstanding functional performance and workability. Our combined portfolio allows you to formulate low to zero VOC paints fulfilling all regulatory requirements and helps you to establish eco-label compliance without compromising quality or performance.

Exterior substrates place high demands on the quality of a coating, such as its ability to inhibit microbiological growth, its resistance to alkalis and dirt pick-up, or its colour fastness, UV durability and longevity. Our industry experts provide in-depth advice and support on formulation issues and much more besides, helping you make exterior surfaces look better for longer.

By combining our knowledge and experience of the Acronal® range with the morphology-controlled Joncryl® grades, we have created a cutting-edge binder technology platform for joinery, wood coatings and trim paints.

Printing & Packaging Coatings

At BTC our focus is on helping customers formulate printing inks and overprint varnishes for all applications and printing processes, including recent technologies such as ink jet. Our highly trained teams have great expertise in the chemistry for resins, additives, colours and effects. We recognize and understand the performance challenges you face with your customers, such as product

Dispersions/Resins/Additives	Brands
Dispersions & Resins	Acronal®, Joncryl®, Laroflex®, Lutonal®, Versamid®
Energy Curable Systems	Laromer®
Grinding Resins/Co-binders	Laropal®, Joncryl®, Laromer®
Light Stabilizers	Tinuvin®
In-can UV Ink Stabilizers	Irgastab®
Formulation Additives	Please see facing page

Our comprehensive portfolio of exterior wood coatings includes formulation additives like defoamers, pigment dispersers, slip and levelling agents, a very broad range of inorganic and organic pigments and pigment preparations, as well as performance additives such as light stabilizers and hindered amine light stabilizers (HALS).

Dispersions/Resins/Additives	Brands
Dispersions & Resins	Acronal®, Acronal® ECO, Acronal® EDGE, Acronal® PLUS, Joncryl®, Luhydran®
Light Stabilizers	Lignostab®, Tinuvin®
Formulation Additives	Please see facing page

Colourants	Brands
Organic Pigments	Chromophtal®, Cinquasia®, Heliogen®, Irgalite®, Irgazin®, Paliogen®, Paliotol®
Inorganic Pigments	Effect Pigments, Sicopal®, Sicotan®, Sicostrans®, Titanium Dioxide
Pigment Preparations	Luconyl®, Luconyl® NG, Microlith®, Sicoflush®, Xfast®

quality and consistency, resistance and resolubility, grinding efficiency and colour strength, low VOC and food-contact compliance.

Our product lines contribute to the quality and value of the printing and packaging industry, supporting you with innovative solutions and expertise that will help you to make your products even better and ensure your success.

Colourants	Brands
Organic Pigments	Alkali Blue, Chromophtal®, Cinquasia®, Heliogen®, Irgalite®, Irgazin®, Paliogen®, Paliotol®
Dyes & Lakes	Basacid®, Fanal®, Neptun®, Orasol®
Pigment Preparations	Dispers®, Microlith®
Effect Pigments	BlackOlive™, Firemist®, Glacier™, Graphitan®, Lumina®, Lumina® Royal, Lumogen®, Magnapearl®, Mearlin®, Mearlite®, Metasheen®, Paliocrom®

Automotive & Industrial Coatings

The automotive and industrial coatings industry is the most diverse sector that BTC serves. From automotive and transportation coatings, coatings for agricultural, earthmoving and construction equipment (ACE) to can/coil coatings, general industrial applications, concrete, computer, consumer electronics and cell phones (3C), our pigments, resins and additives add value throughout the production chain.

We supply innovative high-performance pigment preparations, organic, inorganic and effect pigments for use across the automotive and industrial coatings industry. Supporting a full colour space and with a range of lead-free products at all performance levels, our colour portfolio integrates seamlessly with our resin and additive product ranges.

As new trends develop and legislation continues to tighten, we provide sustainable solutions for the changing needs of the industry. We have extensive technical and application expertise to help you formulate the ideal coating to suit your requirements.

Our resins and additives are widely used in the coatings industry in both solvent and waterborne applications: here they help deliver the required properties for each individual application from resins which support protection in the most challenging environments, to formulation additives which are used to optimize final paint and lacquer coatings.

Dispersions/Resins/Additives	Brands
Resins	Acronal® L&F, Basonat®, Joncryl® (acrylic polyols), Laroflex®, Lutonal®, Luwipal®, Luhydran®, Plastigen® G, Plastopal®, Sovermol®, Waterpoxy®
Dispersions	Acronal® PRO, Joncryl®, Luhydran®
Energy Curable Systems	Laromer®
Universal Grinding Resins	Laropal®
Light Stabilizers	Tinuvin®
Formulation Additives	Please see below

Colourants	Brands
Organic Pigments	Chromophtal®, Cinquasia®, Irgalite®, Irgazin®, Heliogen®, Paliogen®, Paliotol®
Inorganic Pigments	Sicopal®, Sicotan®, Sicomin®, Sicotrans®, Titanium Dioxide
Hybrids & Tailor Made	Paliotan®, Sicomix®, T-Shade®
Dyes & Lakes	Orasol®, Neptun®, Fanal®, Irgasperse®, Basacid®
Pigment Preparations	Luconyl®, Luconyl® N, Microlith®, Sicoflush®, TC-Pastes®, Xfast®
Effect Pigments	BlackOlive™, Firemist®, Glacier™, Lumina®, Lumina® Royal, Lumogen®, Magnapearl®, Mearlin®, Mearlite®, Metasheen®, Paliocrom®

Formulation Additives

BTC offers an outstanding range of formulation additives that support a wide spectrum of applications across many industry sectors.

Formulation Additives	Brands, Water-based	Brands, Non-aqueous
Dispersing Agent	Dispex®, Dispex® Ultra	Efka®
Defoamer	Foamaster®, FoamStar®	Efka®
Rheology Modifier	Rheovis®	Efka®
Wetting Agent/ Surface Modifier	Hydropalat®	Efka®
Film Forming Agent	Loxanol®	Efka®
Anti-slip Agent	Joncryl® Wax, Luwax®, Poligen®	Luwax®, Poligen®

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