

Expertise Plus Information

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www.btc-europe.com/information

BTC opens Chemical Outlet webshop

BTC Europe is now offering selected products at favourable terms on their website. These special offers can be found in the Chemical Outlet at www.btc-europe.com/chemical-outlet/. Customers and non-customers can find products from the standard portfolio of over 6,000 products with up to 50 per cent discount in the Chemical Outlet.

Quality products on attractive terms

Online visitors to the Chemical Outlet can find BASF branded products or selected third-party products with additional information, the possible range of applications as well as the container size or the type of packaging.



“The Chemical Outlet is a service offer to customers and non-customers alike. Interested parties who aren’t yet our customers have the opportunity to learn more about BTC and its services,” says Dr. Marko Grozdanovic, Managing Director of BTC Europe. “With the Chemical Outlet, we now have an online portal which is available to potential future customers in addition to our BTC online webshop for existing customers.”

Only while stocks last

As expected from an outlet centre, BTC offers quality products in limited quantities at special terms. As a rule, these products are available in certain container sizes and the offer is valid as long as stocks last.

Personal service nearby

BTC’s existing customers will, of course, also be served in the Chemical Outlet by “your” contact at BTC. “Inquiries about the special offers are simply made via the “Request a Quote” email function already used on the website,” informs Dr. Jochen Eicher, Head of Marketing and Communication at BTC. “All inquiries – whether from new or existing customers – are forwarded to the responsible BTC employee in one of the BTC sales offices,” adds Gabriele Melcher who serves as the primary contact in the Chemical Outlet. This allows interested parties to enjoy the well-known BTC on-site service.

Constantly up-to-the-minute offers

Interested parties should add the Chemical Outlet to their favourites. Offers are constantly updated and are valid for at least 2 months. If you would like to find out more about current offers, please contact Gabriele Melcher at the [Chemical Outlet](http://www.btc-europe.com/chemical-outlet/).

Our expert at the Chemical Outlet

Gabriele Melcher had no intention of ending up in the chemistry industry after her training in wholesale and export sales. But in fact she's a perfect match for the position as primary point of contact in the Chemical Outlet: Six years ago, she began working in the offices at BTC and has since worked in areas as diverse as business analysis and warehouse management. "Everything is interconnected," she says. "The Chemical Outlet is where all these fields intersect." This is precisely what appeals to Melcher in her work: The extremely diverse interaction with customers and colleagues, embedded in an international, European team. "I've always been universally oriented and open to new things," says Melcher.

