

Expertise Plus Newsletter

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BTC ONLINE SHOP FOR CUSTOMERS OF THE FORMER BASF CHEMTRADE

Since August 1, 2013, BASF ChemTrade GmbH has been part of BTC Europe GmbH, BASF SE's distribution company for speciality chemicals and performance polymers.



All products previously sold by BASF ChemTrade – from raw materials to vitamins and carotins – are now available from BTC. They can be ordered via BTC's online shop from January 2014. "This means that, from next year, the two companies will become one from a technical point of view, too", says Michael Claas, Manager for e-Solutions at BTC. "That is why the webshop of the former BASF ChemTrade will go offline on December 15, 2013."

Customers of the former BASF ChemTrade will receive their login data for the BTC e-commerce platform automatically by the start of the new year, and will be able to make use of all the benefits of the online shop from January 1, 2014. The new platform offers customers plenty of benefits, not just a simple ordering process. In the BTC Shop, customers can also check the order status of their goods and review previous orders. In addition, the webshop has a download area providing product specifications, technical data sheets, material safety data sheets (MSDS) and the analysis certificates for downloading. Because BTC Europe is the distribution company of BASF SE, the BTC online shop is connected to WorldAccount, the BASF SE ordering system. However, the BTC platform is designed particularly to meet the requirements of small and medium-sized companies. You can find more information about BTC's e-commerce platform here.

Michael Claas, Manager for e-Solutions, will be happy to answer any questions at michael.claas@btc-europe.com.

You can find additional information and contact your local BTC contact partner directly using the Solution Finder at <http://www.btc-europe.com/solutionfinder>.

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