

BTC at the Paper Trade Show, Maqpaper: Portfolio for the entire industry

Some chemicals are used for the refinement process of paper, some are necessary for production, while others are used for cleaning machines – the paper industry requires a broad range of different chemical products. "And as an organisation for the distribution of BASF speciality chemicals, we can provide this very variety", says Eduardo Rivera, Account Manager Paper, Detergents & Cleaners, Automotive Fluids, Mining and Oilfield Solutions for Spain at BTC Europe. BTC showcased this wide range of offers for the third time at their own stand at the Maqpaper, a Spanish trade show for suppliers of the pulp, paper and corrugated cardboard industry in Spain which took place in April.

Exploiting synergies

"The trade show is the only time when the entire business sector meets in Spain, and it takes place every two years. Therefore it is very important for us to attend and converse with our current and potential customers from the local paper industry", explains Rivera. He was assisted at the show by two colleagues from the business unit BASF Paper Chemicals. This unit manufactures chemicals specifically for the paper industry, such as for the refinement process of paper. Additionally, as a distribution organisation, BTC offers further products from the complete BASF portfolio, which can also be used in the paper industry. These include bleaching agents and detergents, for instance. "Together we are supplying every chemical demand for paper production. We can essentially offer a suitable product to every visitor at the trade show", explains Rivera.



What BTC and BASF are offering the paper industry

- Process chemicals
- Chemicals for refinement
- Functional chemicals

More than 100 visitors requested information about the current offers presented by BTC and BASF for the paper industry during the course of the two days of the trade show. And therefore Riviera draws a positive conclusion: "we have marked our presence in the industry, established many interesting contacts and had intriguing discussions." So BTC will certainly be attending the next Maqpaper in 2016.

You can find additional information and contact your local BTC contact partner directly using the Solution Finder at www.btc-europe.com.

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