

BASF appoints BTC as distributor for lubricant industry portfolio in North- and Central Europe

Effective June 1, BTC Europe will be responsible for the distribution of the company's lubricant oil additives, base stocks and components for metalworking fluids in North- and Central Europe.

With the new setup BASF will optimize its sales channels for the lubricant industry in Europe and is leveraging synergies throughout the BASF Group. "With BTC, we now have a tailored sales channel to serve the demand of our small and medium sized customer base of in Northern- and Central Europe," explains Stefan Fassbender, Director Lubricant Industry, Business Management Europe at BASF's global business unit Fuel and Lubricant Solutions. "Customers in more than 20 countries will benefit from the increased flexibility when it comes to tailored packaging solutions for smaller order quantities and flexible delivery times."



The new product groups expand BTC's portfolio of specialties for the lubricant industry. Complementing the previously available offer of compounded lubricants, the addition of lubricant oil additives, base stocks and components for metalworking fluids now covers all relevant areas of the value chain.

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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