

## BASF introduces new brand: Polyurethane Solutions

The BASF brand will become more visible now for BASF polyurethane customers all over the world. With the launch of the new Polyurethane Solutions brand and associated harmonisation of branding across European affiliates, BASF highlights the benefits of its global network for PU customers.

According to the company, **Polyurethane Solutions** stands for customer focus, innovation, flexibility, consulting, and problem solving expertise, as well as product quality from a global network of more than 35 system houses. Customers all over the world experience first hand the company's customised consulting and development services in polyurethane systems and specialities whenever they do business with its polyurethanes specialists, says BASF. The new brand brings BASF close to the customer, providing local support to help customers become even more successful. It also gives customers all over the world access to BASF's expertise, problem-solving skills and extensive presence in many key industries, says the company.

The new branding intensifies the company's market presence in polyurethanes and harmonises branding for its affiliate **ElastogranGmbH** in Europe by using the BASF corporate brand for all Elastogran sites. BASF will continue to use the Elastogran name to market polyurethane services in Europe in the **PU Solutions Elastogran** brand.

BASF believes that in the highly service-oriented polyurethane systems and specialities business, experience and expertise are what customers require. With its network of system houses, the company offers fast local support in the development of individual solutions, including technical service, sales and marketing. Moreover, BASF ensures reliable supply of basic polyurethane products like MDI, TDI, and polyols on a global scale from its world-scale plants.

### Adresse:

<http://www.gupta-verlag.com/general/news/industry/7029/basf-introduces-new-brand-polyurethane-solutions>