

BASF opens new PU System House in Poland

On 7 October 2010, BASF has opened its new PU System House in Poland with an official opening ceremony. About 250 guests from business and politics, customers and neighbours alike joined the event in the just recently completed BASF site in Srem (near Poznan) which featured performances by local artists.



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BASF's new PU System House will develop and manufacture polyurethane systems for a wide range of industries. The site, which occupies approximately two hectares of land, will provide work for employees in sales, development, and production. The buildings were erected by local enterprises. The facade was constructed using the latest generation of PU sandwich elements made of BASF PU systems. In Srem a BASF Construction Chemical site was built together with the PU System House.

"Our investment in Srem emphasises the significance of this region for BASF. It shows our customers that we are prepared to accompany their growth in all regions of the world and that we want to be their preferred partner", Wayne T. Smith, President BASF Polyurethanes said. "This is a further step towards the continuous expansion of our leading position in the polyurethane market. Our global network of 38 System Houses together with our production sites for the main precursors have made us the only polyurethane manufacturer who can reliably provide its customers around the globe with locally manufactured products."



According to BASF, the company is already by today the market-leader in polyurethane system solutions in Poland. Expected growth will mainly come from the construction, cooling appliance and automotive industries.

Dr. Uwe Hartwig, Senior Vice President BASF Polyurethanes Europe, stressed the importance of the new site for BASF's service-oriented System House concept in the field of polyurethanes: "Like all our System Houses, Srem will not only have local sales and production units, it will also provide its customers quickly and competently with comprehensive technical services."

Center stage of the opening ceremony for the 250 customers, neighbours and dignitaries was taken by the official ceremony and the site's symbolic opening. A special exhibition of selected PU products gave the guests an initial impression of the broad product and service portfolio as well as the diversity of applications of polyurethanes. Also included were the aspects of environmental protection, recycling and occupational safety on site.

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