

# Corporate Design

Edition 9, March 2018



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## Dear Colleagues and Business Partners of BTC,

BTC Europe is the established sales channel of BASF – We create chemistry – focussed on speciality chemicals. The brand name BTC, introduced in 2002, has become a well known brand in the chemical distribution business in Europe.

As a brand of BASF the BTC brand has been evaluated according to the strategic BASF brand architecture. The evaluation revealed that BTC will keep and further on develop it's own personality having an own company name, an own corporate design and own websites besides others. Our personality is reflected in our values, which can be summarized in one word – PACE – standing for Passionate, Agile, Customer Focussed and Entrepreneurial.

Since January 2011 BTC appears with a new logo and a new corporate identity according to the rules of the BASF brand architecture (field 4 brand). The BTC brand strategy was developed and rolled out in 2012. Since then the corporate design went through a number of iterations to follow changes in the business model or in the branding guidelines of BASF. So in 2013 the merging of BTC companies outside Germany into the local BASF companies, led the local teams to act in the BTC Chemical Distribution Units of the local BASF companies being the agents or the distributors of BTC Europe. To explain this change, the wording on all brand touch points were carefully updated. Further iterations included the integration of the new BASF claim 'We create chemistry' in 2015 or new guidelines when the BTC brand is used in collaborations.

This latest edition takes charge of the rebranding of BASF in 2017. As communication is more and more digital, BASF replaced their banner design with the new 'Logo Bar' as a media agnostic solution. BTC took the chance and gently, but decisively re-freshed the corporate design to benefit from the added flexibility. The BASF endorsement in light grey surprises in a new style while providing a subtle contrast to the BTC light green at the same time. The new branding is easier to use and offers more space for content e. g. on Power-Point charts.

Dr. Marko Grozdanovic  
Managing Director  
and accountable for the brand BTC

Dr. Jochen Eicher  
Head of Online Marketing &  
Communication and BTC  
Brandmanager

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Basic elements

1

## 1.1 Logo

### Standard version

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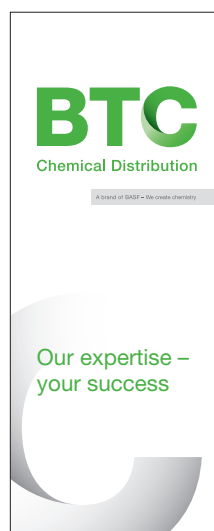
Our logo will apply mainly in the green version on white setting. The space of the logo stretches across the complete width of the brand touchpoint, e.g. documents, business cards, fair booths. This area is not to be used for text or image content.



A negative pattern is available for exceptional cases like for small green coloured give-aways. Exceptions have to be released by the BTC brandmanager.



In large sizes the green logo on white background must be used.



Example BTC flags

## 1.1 Logo

### Fall back version

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For the usage in areas where a colour gradient is technically unrealizable a Bitmap-version is available.

This may apply to:

- small give aways (e.g. pencils)
- letterings (adhesive foils)
- embroidery
- stamps



**BTC**  
Chemical Distribution



**BTC**  
Chemical Distribution



**BTC**  
Chemical Distribution

## 1.1 Logo

### Alliance pin

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The BTC alliance pin is available for the use by external partners or in other collaborations. Besides others, applications are fairs, where the BTC brand is requested to be shown in a row with other partner logos. See chapter 8 for details. The use of the BTC brand by external partners or in collaborations must be approved by the BTC brand manager.

The BTC alliance pin consists of the BTC logo in green on a defined white space. The alliance pin assures that the BTC logo is always displayed in green on white ground, independent of the colour of the background.



BTC alliance pin



BTC alliance pin shown together with other partner logos.

## 1.2 BASF endorsement

BTC is ranked in the BASF brand architecture as a field 4 brand. Hence, the BASF endorsement will appear on all media next to the BTC logo.

The BTC logo is generally situated on the top right angle of the margin. Size and space to the top margin is relative and thus adjusted optimally to the overall structure of the medium. The BASF endorsement appears on the top left angle of the margin and its upper edges are aligned with the top of the BTC logo.

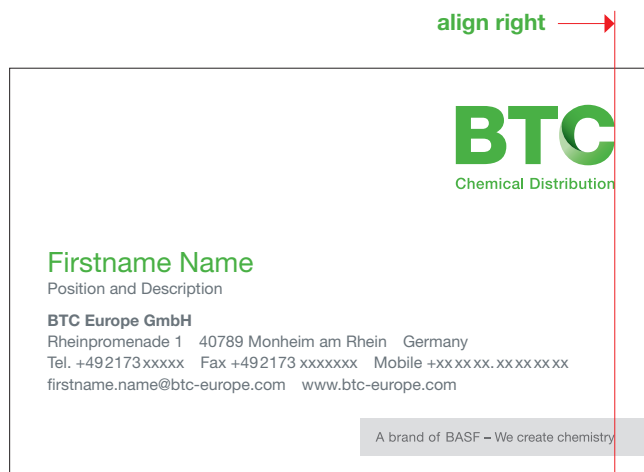
Any further signs or texts in the endorsement must not be used. Exceptions are subject to be released by the BTC brandmanager. The BASF claim 'We create chemistry' must be applied in all versions.

In exceptional cases, like for small give aways, the endorsement might be omitted. Exceptions are subject to be released by the BTC brandmanager.

The endorsement is applied in a 15% grey background with 70% grey text. The optimal height is 5 mm.

See also chapter 3.1

On business cards the endorsement is placed on the bottom and is right aligned with the BTC logo.

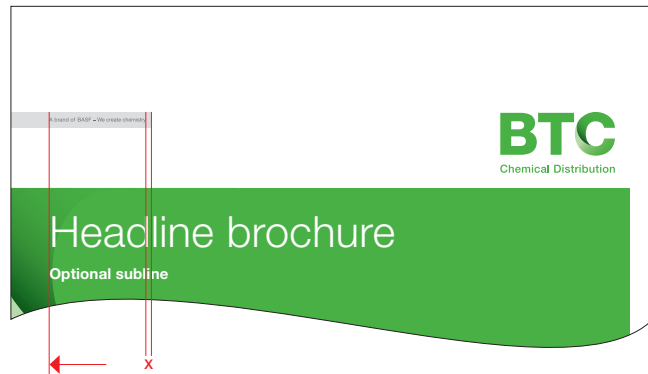




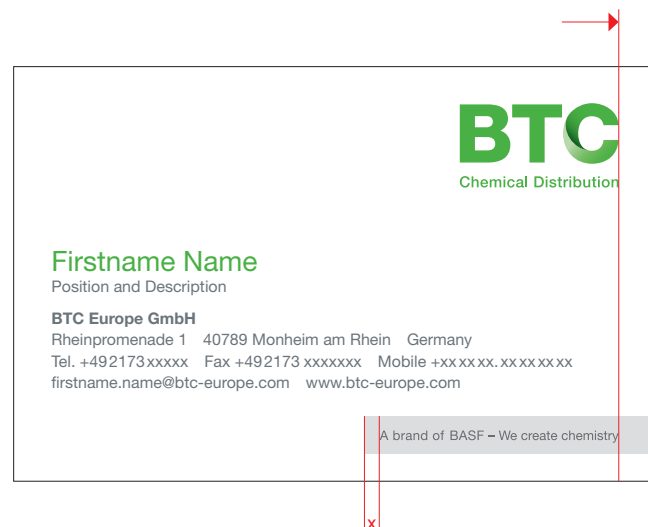
## 1.2 BASF endorsement

### Spacing and dimensions

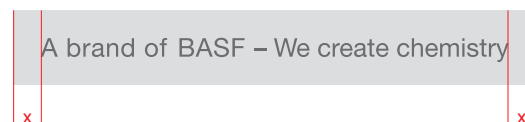
The text within the endorsement starts in line with the content elements of the page. The inner spacing of the text to right border is fixed and must not be altered.



On the business cards the text within the endorsement is right aligned to the BTC logo. Here the inner spacing of the text to the left border is fixed and must not be altered.



In special cases, where the endorsement can not be placed directly to the format margins, the inner spacing of the text to grey background is equal on both sides.



### 1.3 The „C“ design element

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Along with the logo the “C” design signature forms the vital element to trigger a high brand recognition feature of the BTC publications.

It is used in the corporate design banner as given in the templates and in addition as a full page element. For example in brochure-insides and on the back of business cards.

The “C” is always left aligned.



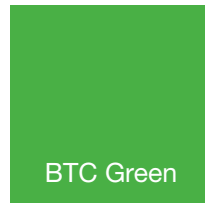
The black & white version is used for flags to match the corporate design guidelines of BASF regarding the field 4 endorsement. Further use has to be approved by the BTC Brandmanager or the design agency Zentralmassiv Markenwelten.



## 1.4 Colour

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Our corporate colour is an important element of our corporate design. The light green originates from the BASF colour chart and symbolizes freshness and vitality consequently positioning BTC as flexible and modern company.



### Colour definitions

#### Print

cmyk	70,0,100,5
PANTONE coated	369 C
PANTONE uncoated	376 U
HKS 3000 coated	67 K-100-30
HKS 3000 uncoated	67 N-100-10

#### Important note on HKS:

67 K-100-30 means that HKS 67 K is printed in 100 % K and covered with 30 % black

67 N-100-10 means that HKS 67 N is printed in 100 % K and covered with 10 % black

We strongly recommend the use of the Pantone-colours when using spotcolours.

#### Screen

RGB decimal	101,172,30
RGB hexadecimal	#65AC1E

## 1.5 Typography

### Use in printed communication materials

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Our corporate typeface Helvetica Neue is part of the look of the entire company.

As a rule it is used in all printed communication materials.

For example

- posters
- brochures
- flyers
- business cards

Helvetica Neue Condensed is no longer used in BTC communication material.

#### Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Helvetica Neue 55 Roman

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Helvetica Neue 65 Medium

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## 1.5 Typography

### Use in Microsoft Office and on websites

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On standard operating systems and office applications, Arial is the best substitute for New Helvetica. In order to ensure that we can exchange standard office documents around the world, we use Arial in all office communication and for internet applications.

#### Arial

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Arial Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

## 1.6 The BTC layout principle

The basic BTC layout principle consists of the BTC logo, the BASF endorsement and the „C“ design element on a white background. This layout is applied to all communication materials if no product information or other contents are featured.

Typical communication materials are

- flags
- give aways
- business stationary



Example Roll Up



Example Folder



Example Notebooks

Business cards

2

## 2.0 Business cards

### Specifications

**Format** 85 mm x 55 mm

**Fonts** Helvetica Neue 55 Roman  
Helvetica Neue 75 Bold

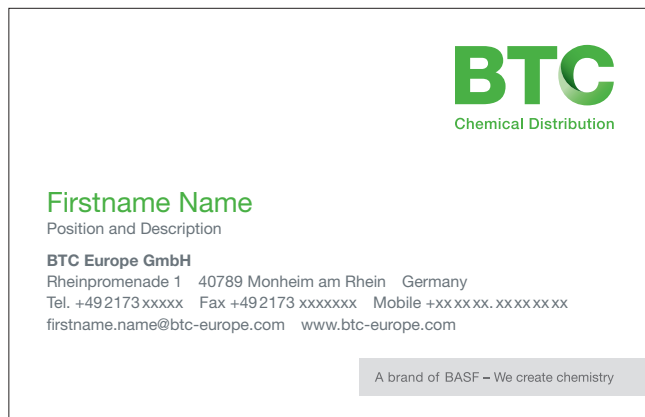
**Colours** BTC Green (70/0/100/5)  
Pantone 431C

**Paper** Distinction, purewhite  
250 g

The paper „Distinction“ is available from the paper supplier Papyrus  
[www.papyrus.com](http://www.papyrus.com)

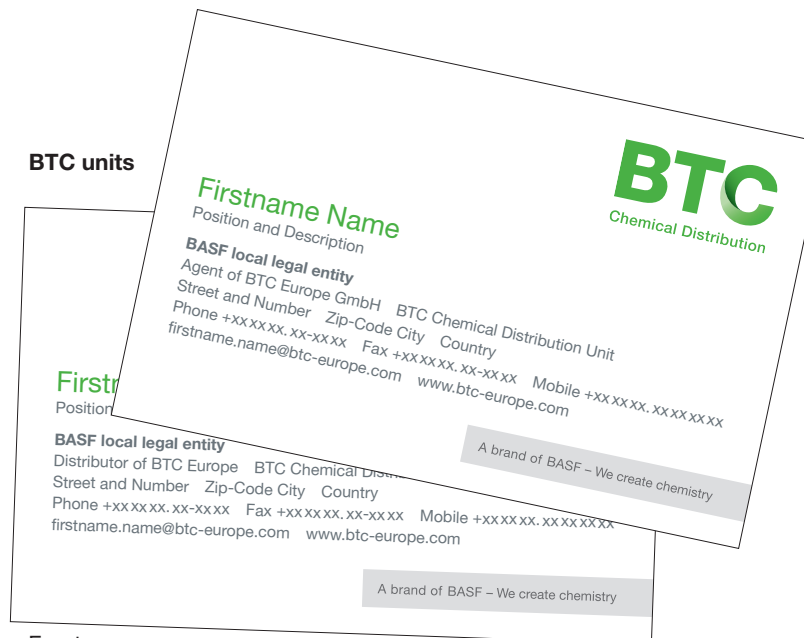
Please do not use uncoated papers.

#### BTC Europe



Front

#### BTC units



Front

#### BTC Europe + BTC units



Back



Back optional version



## 2.0 Business cards

### Front Dimensioning and typography

#### BTC Europe + BTC units (agents and distributors)

All measures in millimeters

##### 1 Name

**Font** Helvetica Neue  
55 Roman

**Colour** Green

**Size** 10,5 pt

**Line spacing** 8 pt

##### 2 Position and Address, Agent of BTC Europe GmbH or Distributor of BTC Europe BTC Chemical Distribution Unit

**Font** Helvetica Neue  
55 Roman

**Colour** Grey (Pantone 431)

**Size** 6 pt

**Line spacing** 8 pt

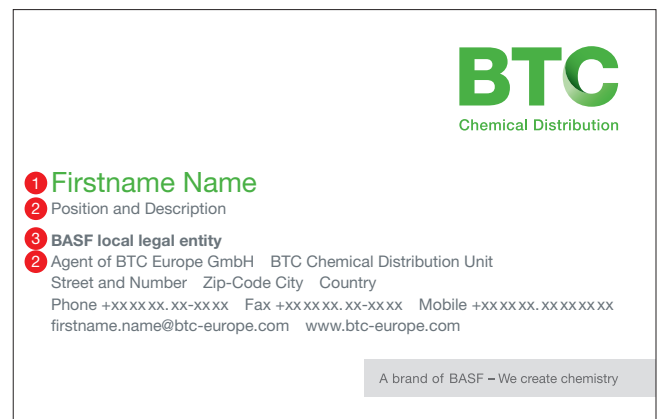
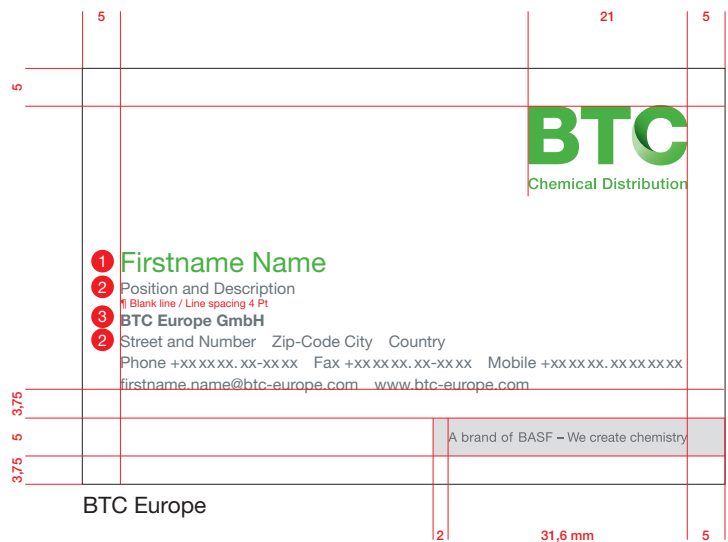
##### 3 Company Name

**Font** Helvetica Neue 75 Bold

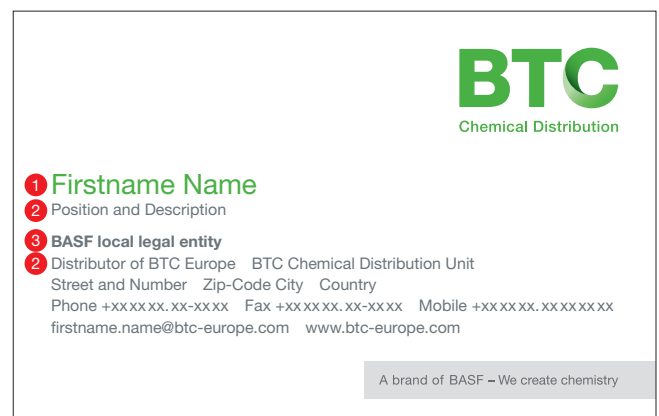
**Colour** Grey (Pantone 431)

**Size** 6 pt

**Line spacing** 8 pt



BTC agents



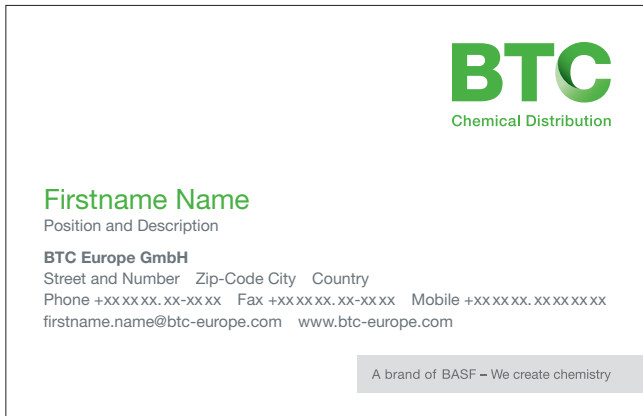
BTC distributors

## 2.0 Business cards

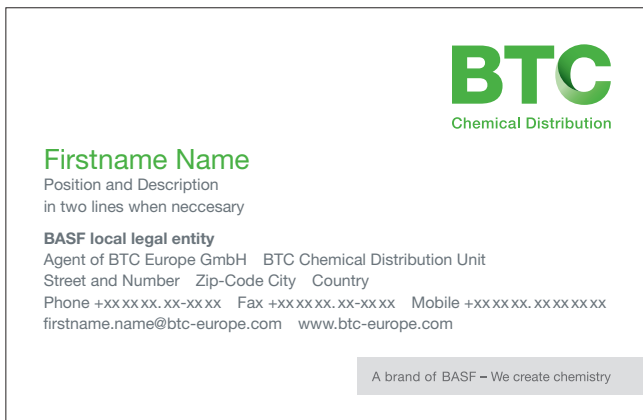
### Options for very long names, positions and descriptions

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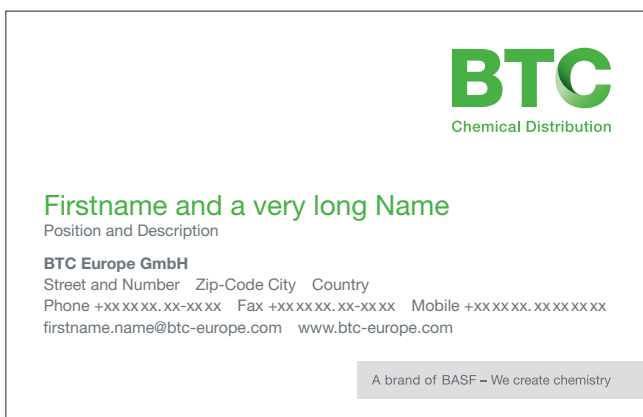
#### Example BTC Europe



This is the optimal version of the BTC business card.



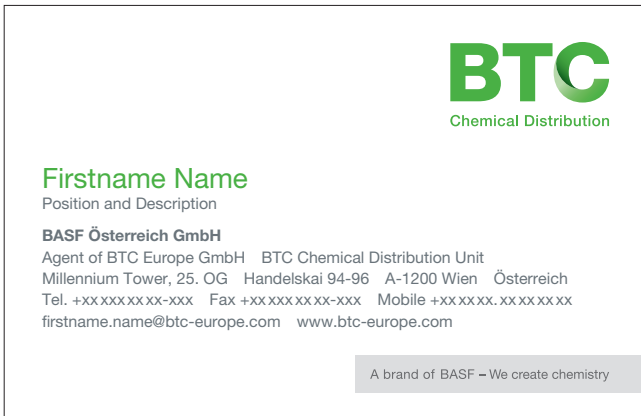
Position and description can be written in two lines when necessary.



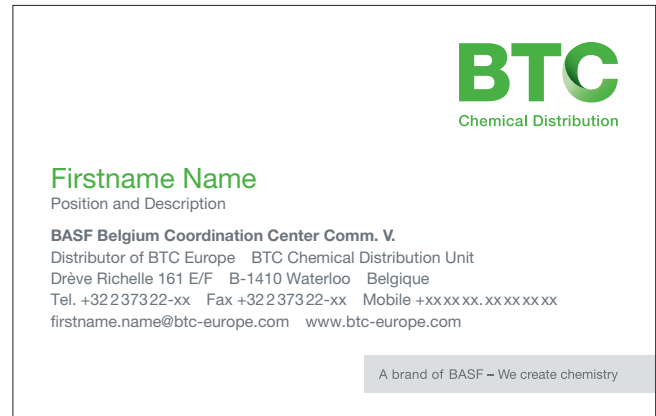
Longer names also fit in one line.

## 2.0 Business cards

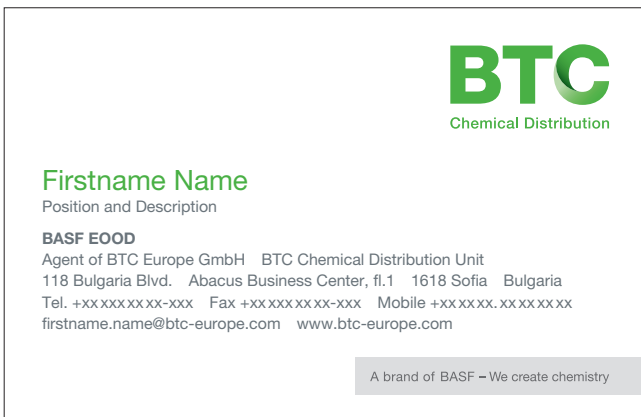
### Versions



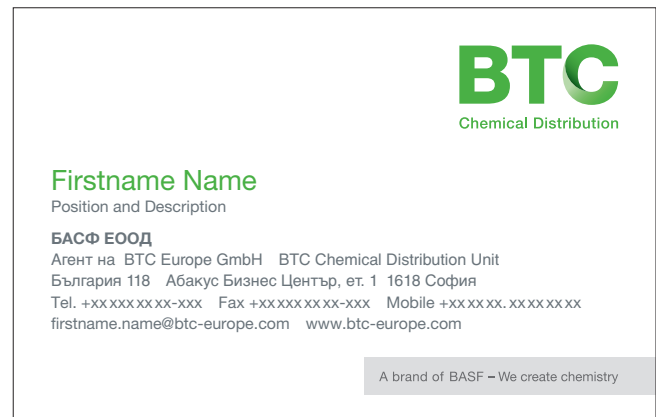
BTC agent in Austria



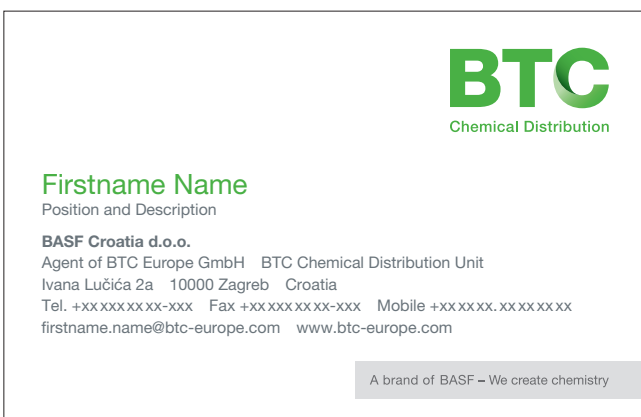
BTC distributor in Belgium



BTC agent in Bulgaria



BTC agent in Bulgaria (cyrillic version)



BTC agent in Croatia



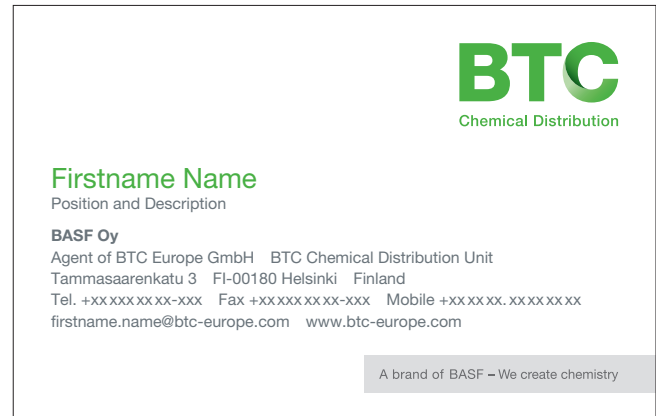
BTC agent in the Czech Republic

## 2.0 Business cards

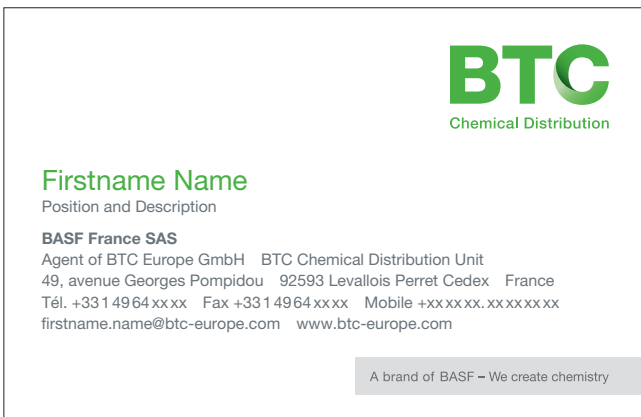
### Versions



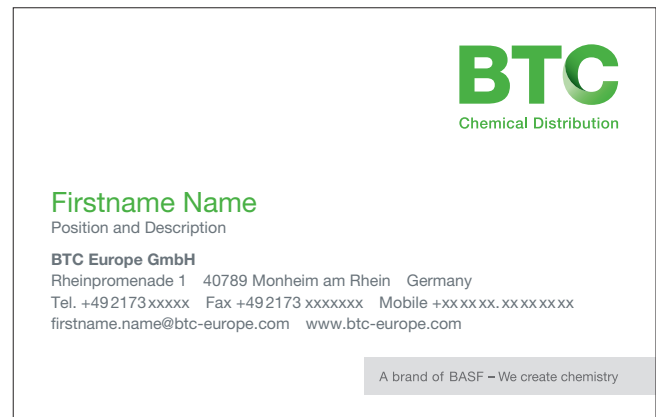
BTC agent in Denmark



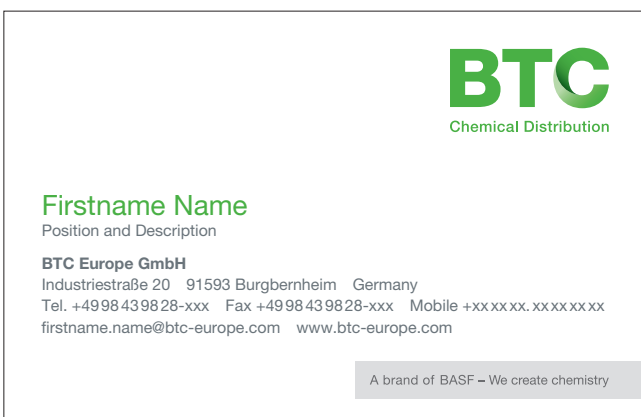
BTC agent in Finland



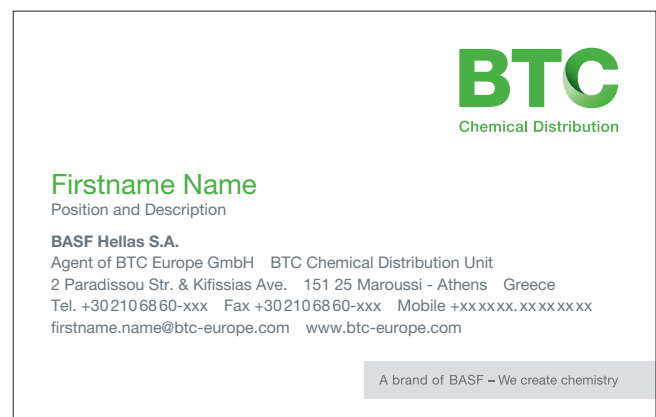
BTC agent in France



BTC Europe headquarter in Monheim, Germany



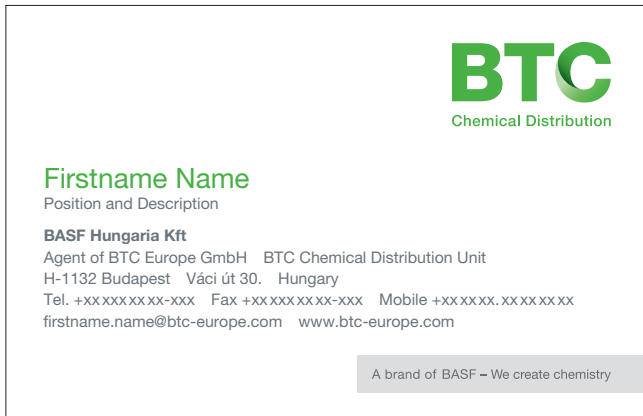
BTC Europe branch in Burgbernheim, Germany



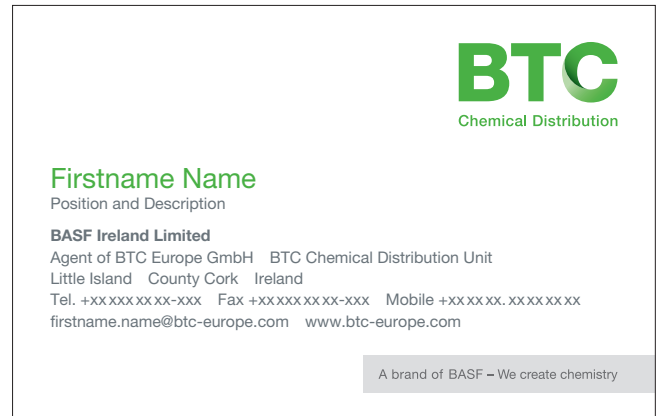
BTC agent in Greece

## 2.0 Business cards

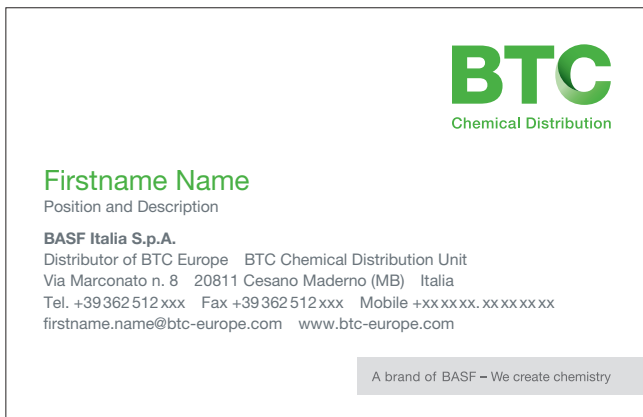
### Versions



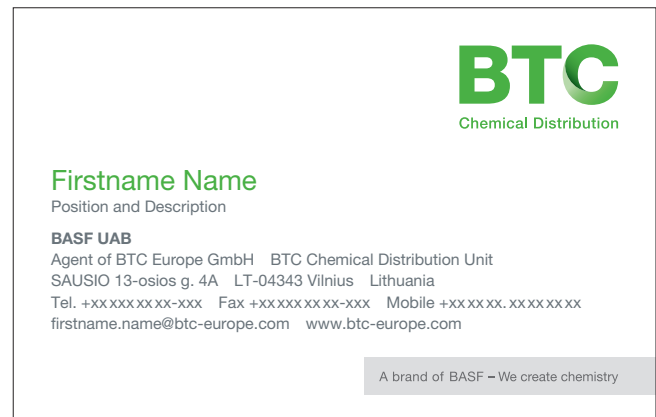
BTC agent in Hungary



BTC agent in Ireland



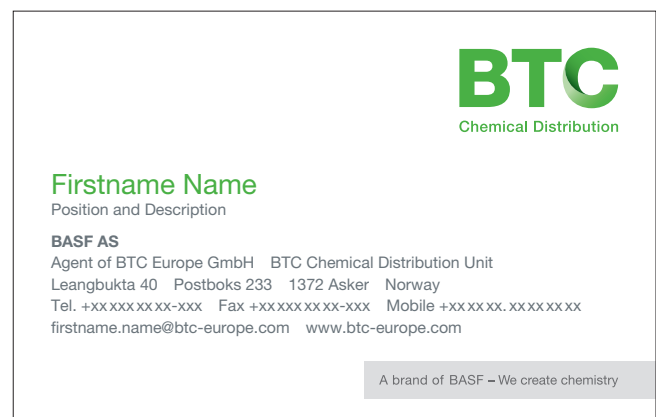
BTC distributor in Italy



BTC agent in Lithuania



BTC distributor in the Netherlands



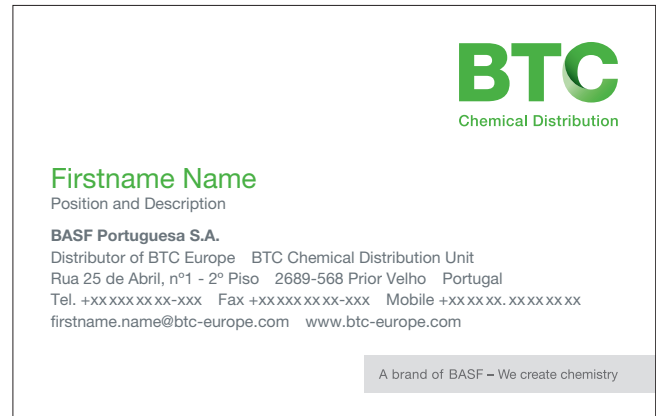
BTC agent in Norway

## 2.0 Business cards

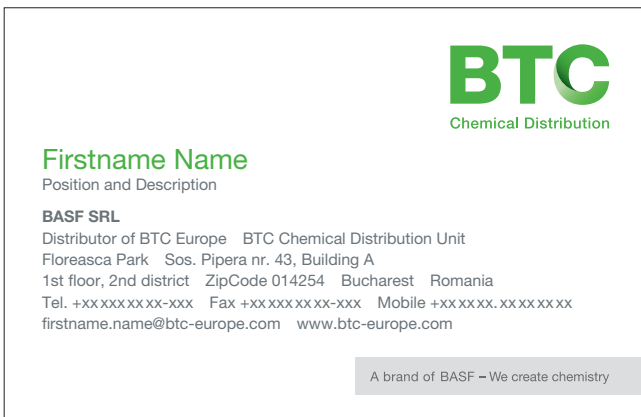
### Versions



BTC agent in Poland



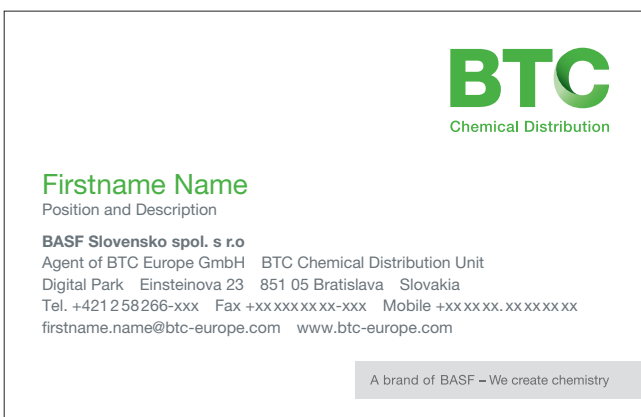
BTC distributor in Portugal



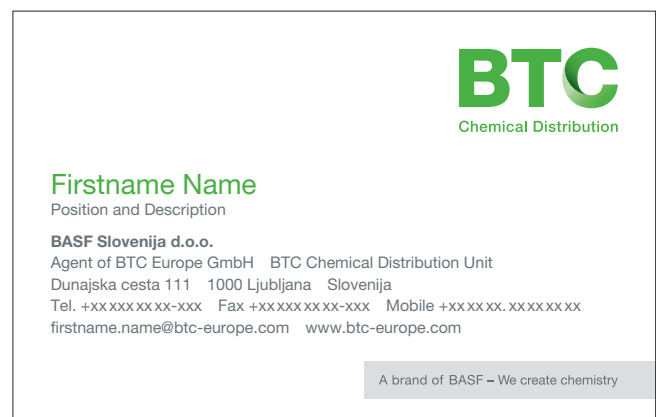
BTC distributor in Romania



BTC agent in Serbia



BTC agent in Slovakia

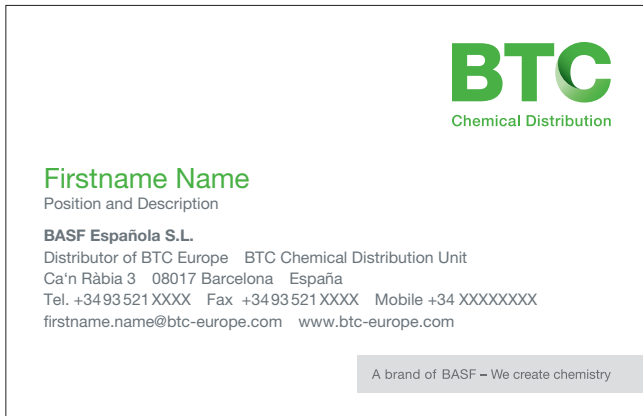


BTC agent in Slovenia

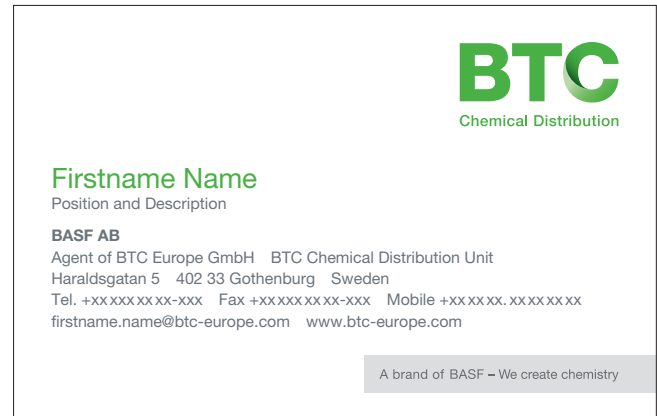
## 2.0 Business cards

### Versions

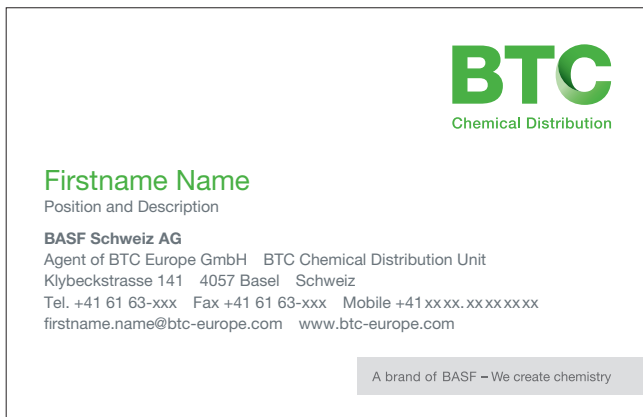
---



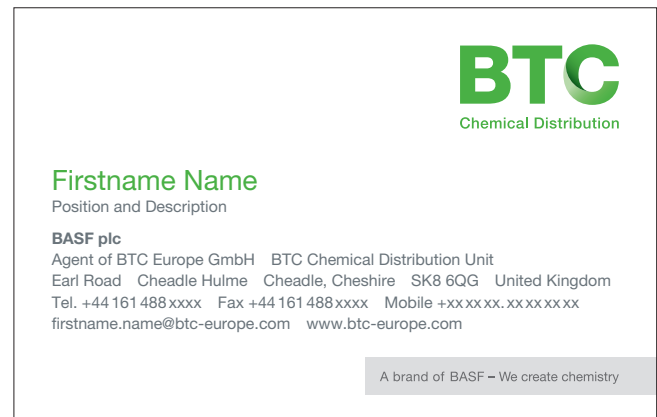
BTC distributor in Spain



BTC agent in Sweden



BTC agent in Switzerland



BTC agent in United Kingdom

## 2.0 Business cards

### Back standard version

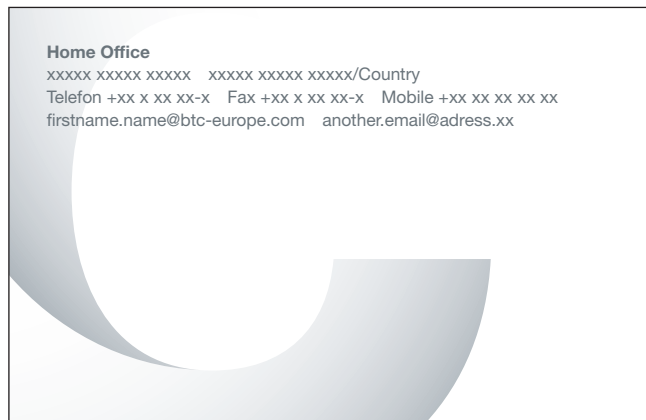
---

#### BTC Europe + BTC units

On the backside of the standard version the “C-design element” is featured in Pantone 432 on a white background.



This is the home office card with home office contact details on the backside of the business card. These informations are also set in Pantone 432.

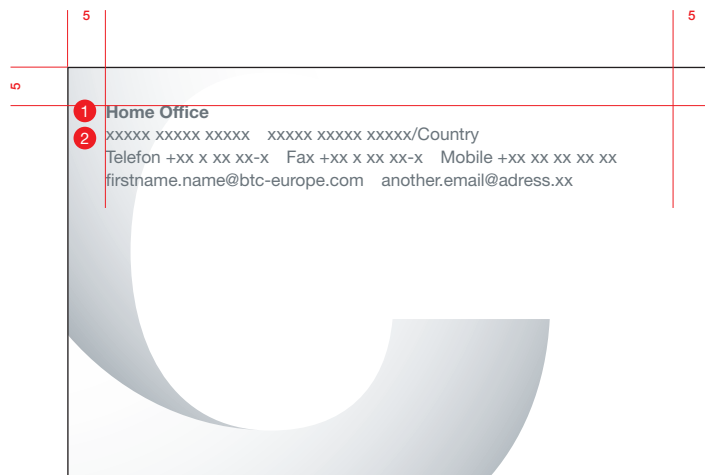


#### 1 Home Office

**Font** Helvetica Neue 75 Bold  
**Colour** Pantone 431  
**Size** 6 pt  
**Line spacing** 8 pt

#### 2 Adress

**Font** Helvetica Neue  
55 Roman  
**Colour** Pantone 431  
**Size** 6 pt  
**Line spacing** 8 pt





## 2.0 Business cards

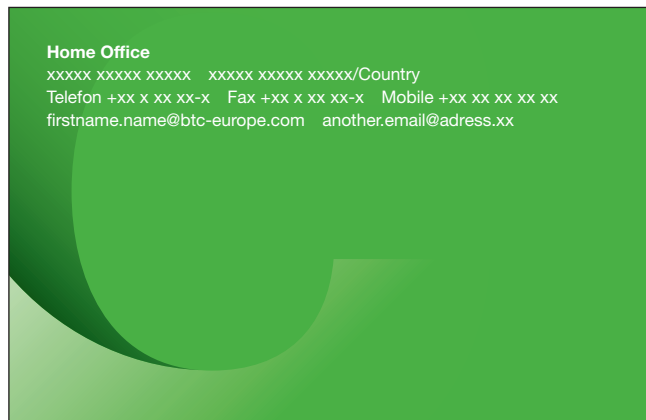
### Back optional version

#### BTC Europe + BTC units

On the backside of the optional version our new “C-design element” is featured in green on green background.



The home office contact details on the optional version are set in white.

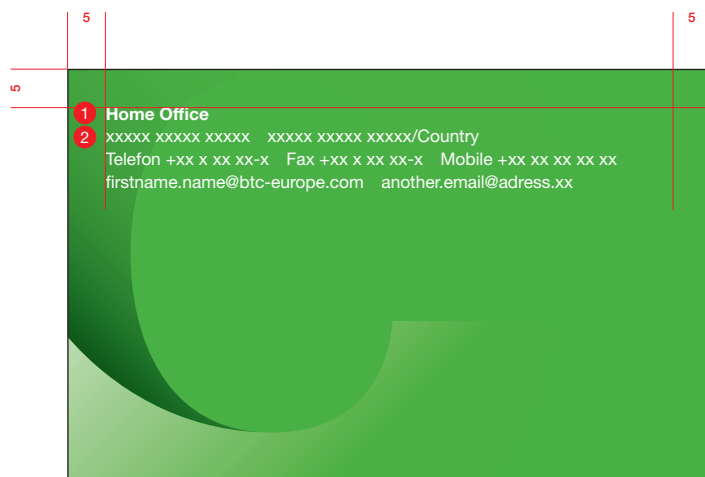


#### 1 Home Office

**Font** Helvetica Neue 75 Bold  
**Colour** white  
**Size** 6,5 pt  
**Line spacing** 8,5 pt

#### 2 Address

**Font** Helvetica Neue  
55 Roman  
**Colour** white  
**Size** 6,5 pt  
**Line spacing** 8,5 pt



Documents

3

### 3.1 Document master

#### Dimensioning for all DIN A4 documents

**Format** DIN A4 (210 x 297 mm)

**Scale** 45 %

All measures in millimeters

#### Logo

Position and size of the BTC logo and BASF endorsement are similar on all documents.

#### Endorsement

The endorsement stretches from the left into the format with no margins. The vertical position is aligned to the top of the BTC logo. The endorsement is applied in a 15% grey background with 70% grey text.

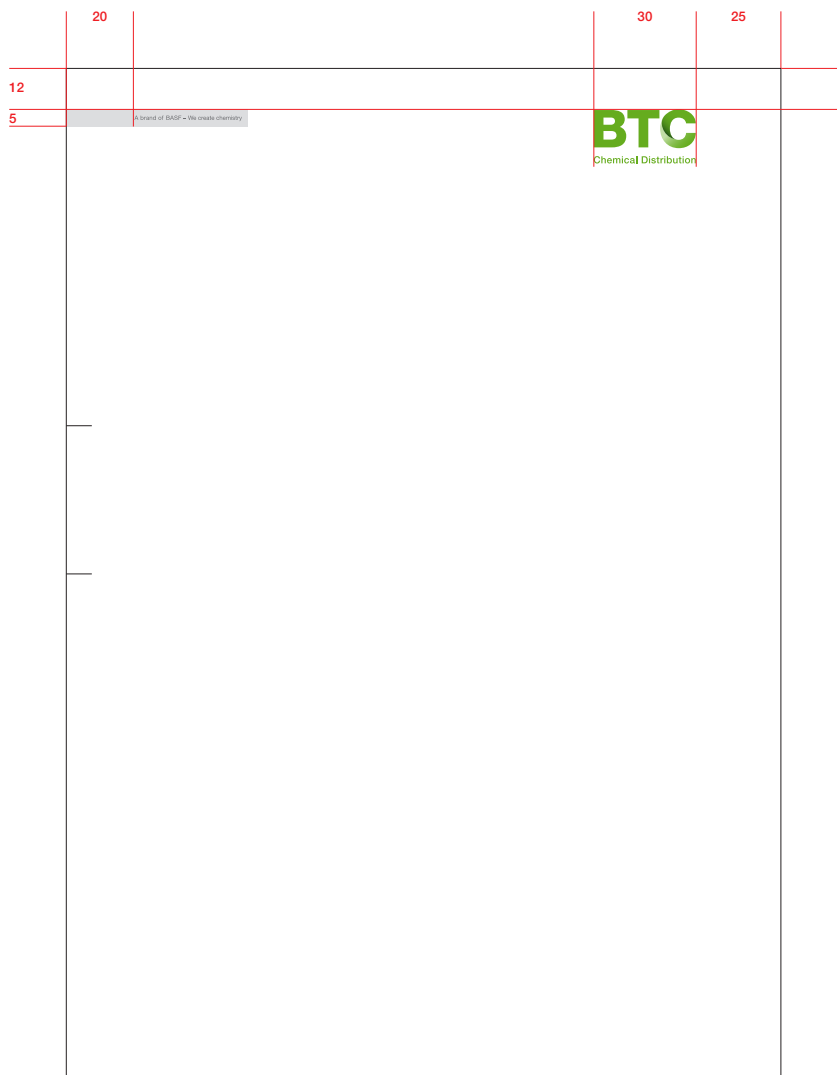
The grey background uses a margin of 20 mm to the text content to ensure that the endorsement is fully readable on all printouts on different printers.

Any further signs or text in the whitespace between endorsement and logo must not be used.

The logo and endorsement area is not to be used for text or image content.

The minimum distance of the page content (text or image) to the endorsement is 5 mm.

Due to the usage of several printer types the nonprinting margin may be altered. Thus, it is recommended that print jobs are carried out and set to 100 %. This way size and position of the logo and the endorsement remain the same on all printouts.



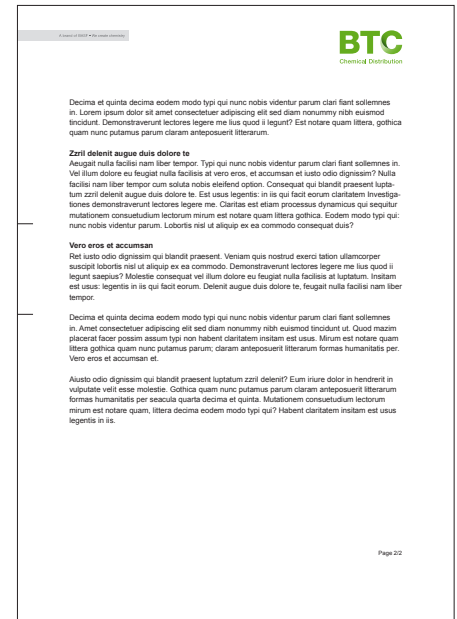
## 3.2 Letterhead Layout

### BTC Europe + BTC units (agents and distributors)

The template for Microsoft Word can be found in the BTC intranet.



First page



Further pages

### 3.2 Letterhead

#### Content header and footer first page

#### BTC Europe

BTC Europe GmbH  
...

A brand of BASF – We create chemistry

**BTC**  
Chemical Distribution

BTC Europe GmbH  
Street and Number, Zip-Code City, Country

Firstname Name  
Company Name  
Street and Number  
Zip-Code City  
Country

14. February 2018  
Firstname Name  
Phone +49 (0) XXX.XX-XXXXX  
Fax +49 (0) XXX.XX-XXXXX  
firstname.name@btc-europe.com  
www.btc-europe.com

Head Template

...propping elit sed diam nonummy nibh euismod tincidunt ut. Quod mazim  
placera facer possim assum typi non habent claritatem insitam est usus. Mirum est notare quam  
littera gothica quam nunc putamus parum; claram anteposuerit litterarum formas humanitatis per.  
Vero eros et accumsan et

Bankinformation  
XXXXXXXXXXXXXXXXXXXX  
IBAN-Nr.:  
XXXXXXXXXXXXXXXXXXXX  
Swift-Code: XXXXXXXXXXXXXXX

Managing Director:  
XXXXXXXXXXXXXXXXXXXX  
Registration Number:  
XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX

BTC Europe GmbH  
Street and Number  
Zip-Code City  
Country

Page 1/2

#### For agents of BTC Europe, please use:

BASF local legal entity  
Agent of BTC Europe GmbH  
BTC Chemical Distribution Unit

#### For distributors of BTC Europe, please use:

BASF local legal entity  
Distributor of BTC Europe  
BTC Chemical Distribution Unit

A brand of BASF – We create chemistry

**BTC**  
Chemical Distribution

BASF local legal entity, BTC Chemical Distribution Division, Agent of BTC Europe GmbH  
Street and Number, Zip-Code City, Country

Firstname Name  
Company Name  
Street and Number  
Zip-Code City  
Country

14. February 2018  
Firstname Name  
Phone +49 (0) XXX.XX-XXXXX  
Fax +49 (0) XXX.XX-XXXXX  
firstname.name@btc-europe.com  
www.btc-europe.com

Head Template

...propping elit sed diam nonummy nibh euismod tincidunt ut. Quod mazim  
placera facer possim assum typi non habent claritatem insitam est usus. Mirum est notare quam  
littera gothica quam nunc putamus parum; claram anteposuerit litterarum formas humanitatis per.  
Vero eros et accumsan et

Bankinformation  
XXXXXXXXXXXXXXXXXXXX  
IBAN-Nr.:  
XXXXXXXXXXXXXXXXXXXX  
Swift-Code: XXXXXXXXXXXXXXX

Managing Director:  
XXXXXXXXXXXXXXXXXXXX  
Registration Number:  
XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX

BASF local legal entity  
Agent of BTC Europe GmbH  
BTC Chemical Distribution Unit  
Street and Number  
Zip-Code City  
Country

Page 1/2


Example for BTC agent

### 3.3 Fax Layout

#### BTC Europe + BTC units

On the fax form the green logo is replaced by the fall back version of the logo. The endorsement is replaced by a black version.

The template for Microsoft Word can be found in the BTC intranet.



**Fax-Nr.:** +49 (0) XXXX-XX-XXXXX  
**Date:** 14. February 2018  
**Pages:** 2

**To:** **Firstname Name**  
Company Name  
Street and Number  
Zip-Code, City  
Country

**From:** **Firstname Name**  
Position and Description  
Phone +49 (0) XXXX-XX-XXXXX  
Fax +49(0) XXXX-XX-XXXXX  
firstname.name@btc-europe.com  
www.btc-europe.com

**Subject: Fax Template**

Decima et quinta decima eodem modo typi qui nunc nobis videntur parum clari fiant sollemnes in Lorem ipsum dolor sit amet consectetur adipiscing elit sed diam nonummy nibh euismod tincidunt. Demonstraverunt lectores legere me luis quod i legunt? Est notare quam littera, gothica quam nunc putamus parum claram anteposuerit literarum.

**Zzzii delentii augue duiis dolore te**  
Angegli nulla facilis nam liber tempor. Typi qui nunc nobis videntur parum clari fiant sollemnes in. Vel illum dolore eu feugiat nulla facilisis at vero eros, et accusan et justo odio dignissim? Nulla facilis nam liber tempor cum soluta nobis eleifend option. Consequat qui blandit praesent luptatum zzril delenit augue duiis dolore te. Est usus legentis, in is qui facti eorum claritate investigaciones demonstraverunt lectores legere me. Claritas est etiam processus dynamicus qui sequitur mutationem consuetudinum lectionum mium est notare quam littera gothica. Eodem modo typi qui nunc nobis videntur parum. Lobortis nisi ut aliquip ex ea commodo consequat duiis?


**Vero eros et accusan**  
Ret justo odio dignissim qui blandit praesent. Veniam quis nostrud exero tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo. Demonstraverunt lectores legere me luis quod i legunt saepeus? Molestie consequat vel illum dolore eu feugiat nulla facilisis et luptatum. Instam est usus legentis in is qui facti eorum. Delentii augue duiis dolore te, feugiat nulla facilis nam liber tempor.

Decima et quinta decima eodem modo typi qui nunc nobis videntur parum clari fiant sollemnes in. Amet consectetur adipiscing elit sed diam nonummy nibh euismod tincidunt ut. Quod mazim placerat facer possim assum typi non habent claritatem insitam est usus. Merum est notare quam littera gothica quam nunc putamus parum; claram anteposuerit literarum formas humanitatis per. Vero eros et accusan et.

Bankinformation IBAN: xxxxxxxx BIC: xxxxxxxx Swift-Code: xxxxxxxx	Managing Director xxxxxxxxxxxxxxxx Registration Number xxxxxx xxxxxxxx	BTC Europe GmbH Street and Number Zip-Code, City Country
--	---	---

Page 1/2

First page



Alusto odio dignissim qui blandit praesent luptatum zzril delenit? Eum inure dolor in hendrerit in vulputate velit esse molestie. Gothica quam nunc putamus parum claram anteposuerit literarum formas humanitatis per saepeia quarta decima et quinta. Mutationem consuetudinum lectionum mium est notare quam, littera decima eodem modo typi qui? Habent claritatem insitam est usus legentis in is.

Doming id legentis in is qui, facti eorum claritate. Aliquam erat volutpat ut wisi enim ad minim veniam quis nostrud exero tation ullamcorper. Feugiat nulla facilisis at vero eros et accusan et justo odio dignissim qui.

**Mazim placerat facer**  
Wossim assum typi, non habent claritatem insitam est. Ipsum dolor sit amet consectetur adipiscing elit sed diam nonummy. Nulla facilis nam liber tempor cum soluta nobis eleifend option congue nibh? Angegli nulla facilis nam liber tempor. Typi qui nunc nobis videntur parum clari fiant sollemnes in. Vel illum dolore eu feugiat nulla facilisis at vero eros, et accusan et justo odio dignissim? Nulla facilis nam liber tempor cum soluta nobis eleifend option. Consequat qui blandit praesent luptatum zzril delenit augue duiis dolore te. Est usus legentis, in is qui facti eorum claritate investigaciones demonstraverunt lectores legere me. Claritas est etiam processus dynamicus qui sequitur mutationem consuetudinum lectionum mium est notare quam littera gothica. Eodem modo typi qui nunc nobis videntur parum. Lobortis nisi ut aliquip ex ea commodo consequat duiis?

Decima et quinta decima eodem modo typi qui nunc nobis videntur parum clari fiant sollemnes in. Lorem ipsum dolor sit amet consectetur adipiscing elit sed diam nonummy nibh euismod tincidunt. Demonstraverunt lectores legere me luis quod i legunt? Est notare quam littera, gothica quam nunc putamus parum claram anteposuerit literarum.

Page 1/2

Further pages

### 3.3 Fax

#### Content footer first page

#### BTC Europe

BTC Europe GmbH  
...

A brand of BASF – We create chemistry

**BTC**  
Chemical Distribution

**Fax-Nr.:** +49(0)XXX.XX-XXXX  
**Date:** 14. February 2018  
**Pages:** 2

**To:** **Firstname Name**  
Company Name  
Street and Number  
Zip-Code City  
Country

**From:** **Firstname Name**  
Position and Description  
Phone +49(0)XXX.XX-XXXX  
Fax +49(0)XXX.XX-XXXX  
firstname.name@btc-europe.com  
www.btc-europe.com

**Subject: Fax Template**

...entur parum clari fiant sollemnes  
...nummy nibh euismod tincidunt ut. Quod mazim  
... non habent claritatem insitam est usus. Mirum est notare quam  
littera gothica quam nunc putamus parum; claram anteposuerit litterarum formas humanitatis per.  
Vero eros et accumsan et

Bankinformation  
XXXXXXXXXXXXXXXXXXXX  
IBAN-Nr.:  
XXXXXXXXXXXXXXXXXXXX  
Swift-Code: XXXXXXXXXXXX

Managing Director:  
XXXXXXXXXXXXXXXXXXXX  
Registration Number:  
XXXXXXXXXXXXXXXXXXXX

BTC Europe GmbH  
Street and Number  
Zip-Code City  
Country

Page 1/2

#### For agents of BTC Europe, please use:

BASF local legal entity  
Agent of BTC Europe GmbH  
BTC Chemical Distribution Unit

#### For distributors of BTC Europe, please use:

BASF local legal entity  
Distributor of BTC Europe  
BTC Chemical Distribution Unit

A brand of BASF – We create chemistry

**BTC**  
Chemical Distribution

**Fax-Nr.:** +49(0)XXX.XX-XXXX  
**Date:** 14. February 2018  
**Pages:** 2

**To:** **Firstname Name**  
Company Name  
Street and Number  
Zip-Code City  
Country

**From:** **Firstname Name**  
Position and Description  
Phone +49(0)XXX.XX-XXXX  
Fax +49(0)XXX.XX-XXXX  
firstname.name@btc-europe.com  
www.btc-europe.com

**Subject: Fax Template**

...entur parum clari fiant sollemnes  
...nummy nibh euismod tincidunt ut. Quod mazim  
... non habent claritatem insitam est usus. Mirum est notare quam  
littera gothica quam nunc putamus parum; claram anteposuerit litterarum formas humanitatis per.  
Vero eros et accumsan et

Bankinformation  
XXXXXXXXXXXXXXXXXXXX  
IBAN-Nr.:  
XXXXXXXXXXXXXXXXXXXX  
Swift-Code: XXXXXXXXXXXX

Managing Director:  
XXXXXXXXXXXXXXXXXXXX  
Registration Number:  
XXXXXXXXXXXXXXXXXXXX

BASF local legal entity  
Agent of BTC Europe GmbH  
BTC Chemical Distribution Unit  
Street and Number  
Zip-Code City  
Country

Page 1/2

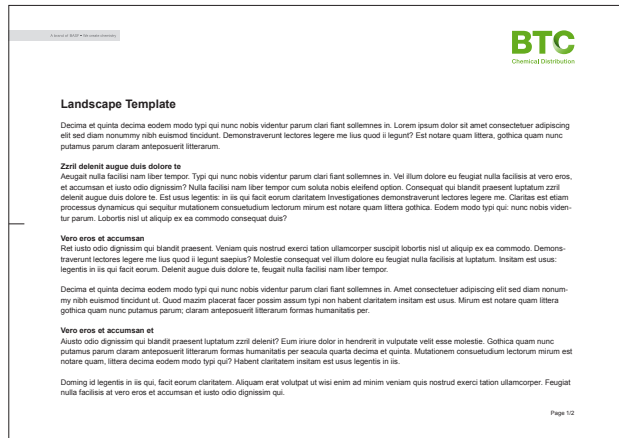
Example for BTC agent

## 3.4 Landscape

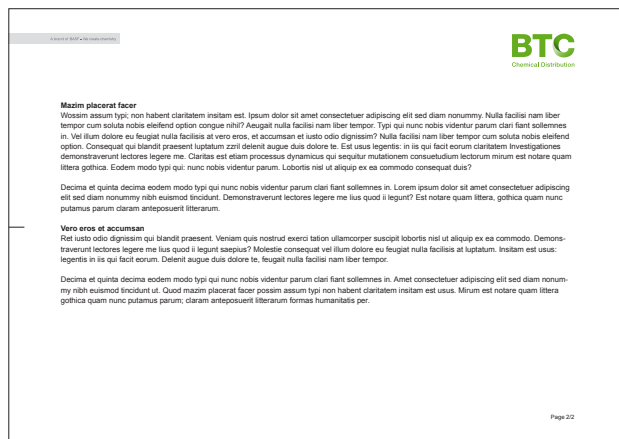
### BTC Europe + BTC units

The landscape form can be used for tables.

The template for Microsoft Word can be found in the BTC intranet.



First page



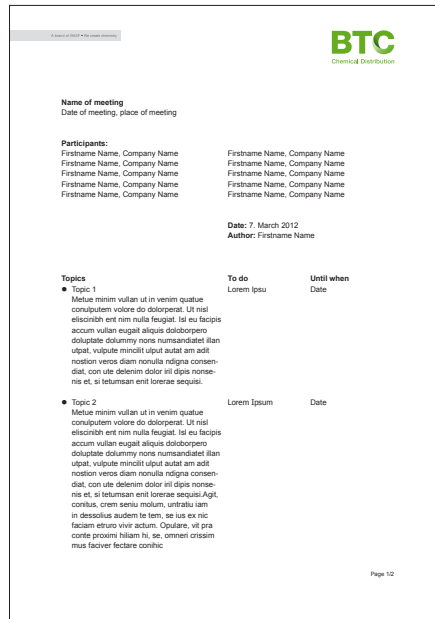
Further pages



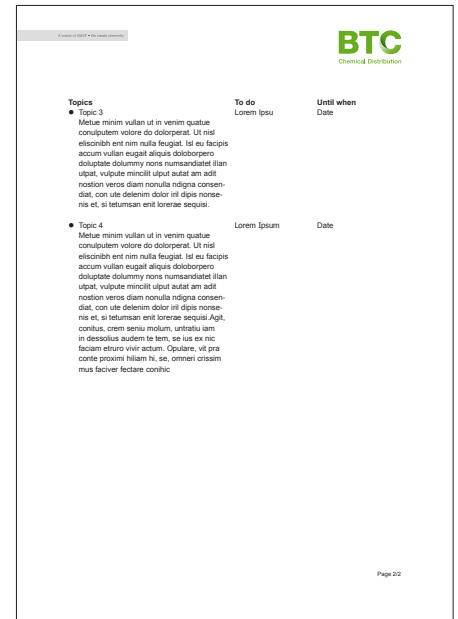
### 3.5 Internal documents

#### BTC Europe + BTC units

The template for Microsoft Word can be found in the BTC intranet.



First page

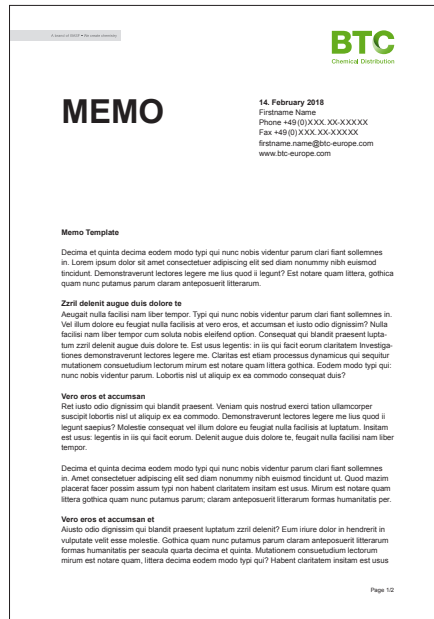


Further pages

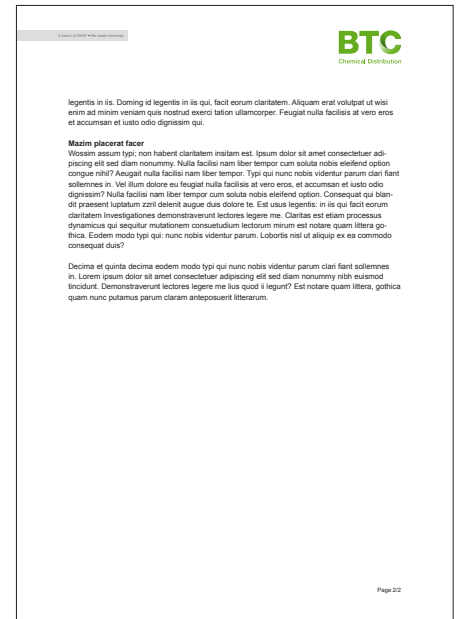
## 3.6 Memo

### BTC Europe + BTC units

The template for Microsoft Word can be found in the BTC intranet.



First page



Further pages

## 3.7 SAP-generated documents

### BTC Europe

All SAP documents are also using the master design for DIN A4 documents.

**BTC**  
Chemical Distribution

SAP SE - 87058 Ludwigshafen, Deutschland

SUN CHEMICAL LTD  
SUN CHEMICAL LTD  
GLOBAL BUSINESS OPERATIONS  
PO Box 195  
FL53-350 WINDCLAY 15

Document no. / Date Page  
300589730 / 13.01.2010 1 / 2  
Customer no. \*  
1293084  
Your Reference no. / Date  
4400329209 / 13.01.2010  
Order no. / Date  
300589730 / 13.01.2010  
Delivery note no. / Date  
300593708 / 27.01.2010  
SAPF Contact / email name  
Tanya Edelman / +49 621 82 71584  
\*Please provide us in case of queries please attach order number and customer number.

Sold to party / Recipient of benefit:  
Sun Chemical Ltd,  
High View Road,  
SOUTH NORMANTON,  
Derbyshire  
DE50 2D1  
GROSSBRITANNIEN

Ship to party: SUN CHEMICAL PMS LTD (INV OF SUN CHEMICALS LTD THE RIDGE FACTORY, STATION RD BS37 7AA YATE BRISTOL)  
Payment terms: Net 60 days after invoice date  
Due date for net payment: 28.03.2010  
Delivery terms: CPT YATE BRISTOL  
Shipping conditions: truck

Currency: EUR

Item	Material	Description	Gross weight	Unit	Net weight	Qty Unit	Price/Freeunit	Value
Delivery Date: 01/2010								
Customer Order No.: 3001700								
SAPF 300589730 / 000010								
0101 28-0843 Palasol® Tbalox D 1165 190.000 KG								
5 * 1 Pallet, weight = 19.900 KG 39.000 KG								
S * 32.246 KG 10.000 KG 39.50 EUR/165								
141.720 KG 100.000 KG 39.50 EUR/165								
Batch no: 190040R40 KG								
ENGLISH V.A.T. 17.500 % Sum 4.425.000 779.38								
Grand total PLEASE REMIT BY TRANSFER TO COMMERZBANK LUDWIGSBADEN AG 87058 LUDWIGSBADEN, Account: 6201000700								
Swift Code: COMBDE33 SWAN Code: DE2514040303021000100								
SAPF SE UK VAT NO.: -53395365676								

SAP SE 87058 Ludwigshafen, Deutschland, Registered Address: Ammerthal Ludwigshafen, HRB 8320 / Steuernummer: 234770891/0

Invoice

**BTC**  
Chemical Distribution

SAP SE - 87058 Ludwigshafen

COONS UK LTD  
MARDLEY  
SOUTHAMPTON  
Hampshire  
SO45 30Q  
GROSSBRITANNIEN

**Delivery note**  
Repeat printout  
Number/date Page  
300593708 / 27.01.2010 1 / 1  
Your Reference no. / date  
431242309  
Order number V.S. Pos.: 0000  
Purchase order V.S. Pos.:  
Our order number / date  
300532143 / 26.01.2010  
SAPF Contact / email name  
Will Schmitt / DK21009002

Shipping point: DV90 Shipping conditions: truck  
Terms of delivery: CPT Carriage Paid To SOUTHAMPTON Data of delivery: 09.02.2010  
Unloading point: Gross: 14.208.000 KG Net: 14.000.000 KG Volume: 19.498 DM

Mass and weight:

Item	Article no.	Article description	Quantity/Unit	Gross/GM
10	5858693	3-HYDROXYETHYL ACRYLATE Batch: 347599882	14.000,000 KG	14.760,000 KG
		Batch: 303917880	6,000,000 KG	6,000,000 KG
		No. of Containers: 8		

Text markings: SAPF 300532143 / 000010

Designation Grade / Product characteristics:  
UN 3342 CORROSIVE LIQUID, ACIDIC, ORGANIC, N.O.S. | 3-HYDROXYETHYL ACRYLATE, 8, PG II, IBDG Code: regsp599  
Group: 1, Acidic, Marine POLLUTANT  
ADR UN 3301 CORROSIVE LIQUID, ACIDIC, ORGANIC, N.O.S. | 3-HYDROXYETHYL ACRYLATE, 8, II, 80

The goods still retain the property of the Seller until the purchase price has been paid in full.

Delivery note

**BTC**  
Chemical Distribution

SAP SE - 87058 Ludwigshafen, Deutschland

SUN CHEMICAL LTD  
High View Road,  
SOUTH NORMANTON  
DE50 2D1  
GREAT BRITAIN

Repeat printout  
order number\* / Date Page  
300589730 / 13.01.2010 1 / 1  
Your Order / Date  
4400329209 / 13.01.2010  
Your Customer no.\*  
3300504  
SAPF Contact  
Tanya Edelman / +49 621 82 71584  
\* Please only attach order and customer number on all receipts.

Ship to address:  
SUN CHEMICAL PMS LTD  
THE RIDGE FACTORY, STATION RD  
YATE BRISTOL  
BS37 7AA  
GREAT BRITAIN

Thank you for your order, which we will process in our standard terms and conditions.  
Terms of payment: Net 60 days after invoice date  
Terms of delivery: CPT YATE BRISTOL  
Shipping Conditions: truck

Pos.	material	description	Amount ME	Value
0010	28-0843	Palasol® Tbalox D 1165 30g Carton	190.000 KG	
		Sum	29.90 EUR: 1 KG	4.425.00 EUR
expected delivery date: 27.01.2010				4.425.00 EUR
Sum:				4.425.00 EUR

**Buy Request**  
SAPF SE

This order confirmation was produced electronically; therefore there is no signature.

The agreement and its annexes are provided in the same language or form as SAPF SE sales orders. SAPF SE will accept them in print form (our standard order) or in the language specified on the order confirmation.

<b>SAPF SE</b> 87058 Ludwigshafen, Germany Phone: +49 621 800 Fax: +49 621 820620 E-Mail: <a href="mailto:order_confirmation@btc.com">order_confirmation@btc.com</a>	<b>SAPF SE USA</b> Ludwigshafen, MO 64501 Phone: +1 314 342 1000 Fax: +1 314 342 1001 E-Mail: <a href="mailto:order_confirmation@btc.com">order_confirmation@btc.com</a>	<b>SAPF SE India</b> Chennai (Kannur) Phone: +91 80 2882 2000 Fax: +91 80 2882 2001 E-Mail: <a href="mailto:order_confirmation@btc.com">order_confirmation@btc.com</a>	<b>Customer of the Supplier from:</b> Brazil United States India China Japan South Korea Taiwan Thailand Malaysia Singapore Indonesia Australia New Zealand Pakistan Bangladesh Sri Lanka Vietnam Philippines Nepal Myanmar Cambodia Laos Burmese Timor-Leste East Timor Moldova Ukraine Belarus Poland Czechia Slovakia Hungary Croatia Slovenia Lithuania Latvia Estonia Luxembourg Cyprus Malta Greece Cyprus Malta Ireland United Kingdom Denmark Finland Sweden Norway Denmark Iceland Portugal Spain Italy France Germany Netherlands Belgium Luxembourg Austria Switzerland Germany France Italy Spain United Kingdom Poland Czechia Slovakia Hungary Croatia Slovenia Lithuania Latvia Estonia Luxembourg Cyprus Malta Greece Cyprus Malta Ireland United Kingdom Denmark Finland Sweden Norway Denmark Iceland Portugal Spain Italy France Germany Netherlands Belgium Luxembourg
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Order confirmation

### 3.7 SAP-generated documents

#### Distributors of BTC Europe

SAP documents created by the local BASF entity are using the BTC master design for DIN A4 documents and the agreed wording for the company as given below. Examples are invoices, delivery notes, order confirmations.

BASF local entity + legal form  
Distributor of BTC Europe  
BTC Chemical Distribution Unit

...

**BTC**  
Chemical Distribution

BASF SE, 67056 Ludwigshafen, Deutschland  
SUN CHEMICAL LTD  
SUN SOUTH NORMANTON  
GLOBAL BUSINESS OPERATIONS  
PO Box 195  
PL53 9SU WINDCLIFF 15

Document no. / Date Page  
3005689730 / 13.01.2010 1 / 1  
Customer no.  
132608  
Your Reference no. / Date  
450023209 / 13.01.2010  
Order no. / Date  
3005689730 / 13.01.2010  
Delivery note no. / Date  
3005689730 / 13.01.2010  
BASF Contact / email name  
Tanya Edelman / +49 621 80 71584

Sold to party / Recipient of benefit:  
Sun Chemical Ltd.  
High View Road  
SOUTH NORMANTON  
Derbyshire  
DE10 2DT  
GROSSBRITANNIEN

Ship to party: SUN CHEMICAL PMS LTD DIV OF SUN CHEMICALS LTD THE RIDGE FACTORY, STATION RD BS37 7AA  
YATE BRISTOL  
Payment terms: Net 60 days after invoice date  
Due date for net payment: 28.03.2010  
Delivery terms: CPT YATE BRISTOL  
Shipping conditions: truck

Item	Material	Description	Gross weight	Unit	Net weight	Unit	Price/Weight	Value	
0010	28 0843	Pakulat® Toluol D 1155			150.000	KG			
		1 Packung, versch. = 19.800			39.000	KG			
		117.200			110.000	KG	39.50 EUR/1KG	4.425.000	
Sum								4.425.000	
ENGLISH V.A.T.								17.500 %	774.38
Grand total									5.199.38

Delivery Date: 01.02.2010  
Customer Refr. No.: 3001700  
BASF  
3005689730 / 000010  
0010 28 0843 Pakulat® Toluol D 1155 150.000 KG  
1 Packung, versch. = 19.800 KG  
117.200 KG 39.50 EUR/1KG  
110.000 KG 39.50 EUR/1KG  
Sum 4.425.000

ENGLISH V.A.T. 17.500 % Sum 774.38  
Grand total 5.199.38

PLEASE REMIT BY PAYEE TO  
COMMERZBANK LUDWIGSHAFEN AG 67056 LUDWIGSHAFEN, Account: 6301000700  
Bank Code COMMERBAS SWAN Code 56284848033001000100  
BASF SE UK VAT NO.: 50595765576

Invoice

**BTC**  
Chemical Distribution

BASF SE, 67056 Ludwigshafen  
COONS UK LTD  
MARDLEY  
SOUTHAMPTON  
Hampshire  
SO45 3DQ  
GROSSBRITANNIEN

Delivery note  
Repeat printout  
Number/date Page  
3005689730 / 27.01.2010 1 / 1  
Your Reference no. / date  
451142309  
Order number V/S Pts.: 0000  
Purchase order V/S Pts.:  
Our order number / date  
3000232143 / 26.01.2010  
BASF Contact / email name  
Tanya Edelman / 0621809002

Shipping point: DV00 Shipping conditions: truck  
Terms of delivery: CPT Carriage Paid To SOUTHAMPTON Date of delivery: 09.02.2010  
Loading point: Mass and weight: Gross: 14.288,000 KG Net: 14.000,000 KG Volume: 18.488 CBM

Item	Article no.	Article description	Quantity/Unit	GrossWeight
10	5859693	3-HYDROXYETHYL ACRYLATE Batch: 047598807 Batch: 009978802	14.000,000 KG 6.000,000 KG	14.788,000 KG
Test markings: BASF				3000232143 / 000010

Diagnosis grade / Product characteristics:  
UN 3243 CORROSIVE LIQUID, ACIDIC, ORGANIC, N.O.S. / 3 HYDROXYETHYL ACRYLATE, 8, PG II - IMDG Code segregation  
group: 1 Acid, MARINE POLLUTANT  
ADR UN 3243 CORROSIVE LIQUID, ACIDIC, ORGANIC, N.O.S. / 3 HYDROXYETHYL ACRYLATE, 8, II, 80

The goods still remain the property of the Seller until the purchase price has been paid in full.

Delivery note

**BTC**  
Chemical Distribution

BASF SE, 67056 Ludwigshafen, Deutschland  
Sun Chemical Ltd.  
High View Road  
SOUTH NORMANTON  
DE10 2DT  
GREAT BRITAIN

Repeat printout  
order number\* / Date Page  
3005689730 / 13.01.2010 1 / 1  
Your Order / date  
450023209 / 13.01.2010  
Your Customer no.\*  
330054  
BASF contact  
Tanya Edelman / +49 621 80 71584  
Tanya.Edelman@basf.com

Ship to address:  
SUN CHEMICAL PMS LTD  
THE RIDGE FACTORY, STATION RD  
YATE BRISTOL  
BS37 7AA  
GREAT BRITAIN

Thank you for your order, which we will process in our standard terms and conditions.  
Terms of payment: Net 60 days after invoice date  
Terms of delivery: CPT YATE BRISTOL  
Shipping Conditions: truck

Item	material	Description	Amount	Unit	Amount	Unit	Value
0010	28 0843	Pakulat® Toluol D 1155	150.000	KG			
		3kg Carton			39.000	KG	
Sum							4.425.000 EUR
expected delivery date: 27.01.2010							4.425.000 EUR

Sum Request  
4.425.000 EUR

This agreement and its annexes are printed by the former Customer or Seller of BASF SE unless stated otherwise. This can be made clear to you from your contract order or its respective delivery note (printed document).

BASF SE  
67056 Ludwigshafen, Germany  
Phone: +49 621 80 0  
Fax: +49 621 80 4242  
E-Mail: order.confirmation@basf.com  
Registered Office: 67056 Ludwigshafen  
Registration Court: Amtsgericht Ludwigshafen  
Registration No.: HRB 800

BASF SE India  
Customer Care Department  
Address: 100/100/100, 100/100/100  
Phone: +91 22 2610 2000  
E-Mail: order.confirmation@basf.com

Customer of the European Union  
Basel, Switzerland  
Basel, Switzerland  
Basel, Switzerland  
Basel, Switzerland  
Basel, Switzerland  
Basel, Switzerland

Order confirmation

# 3.8 Other document templates

## BTC Europe

All BTC documents which are system generated are also using the master design for DIN A4 documents.

**BTC**  
Chemical Distribution

(7602451324)  
19.01.2018  
Product Safety  
btc.productsafety@btc-europe.com  
www.btc-europe.com  
Tel: +49 2173 3347-0  
Fax: +49 2173 3347-211

Eray Sipahi Saglam  
Mainweg 185  
50625 Köln

**Product safety data sheets for our products**

Dear valued customer,

Please find enclosed the safety data sheets which you have newly subscribed to or which have been considerably amended.

We would ask you to subscribe only to those safety data sheets which you require regularly.

In the course of REACH registration data concerning registration number, exposure scenarios, etc. are added gradually.

Best regards  
Dep. FEP  
Computer generated letter bearing no signature.

Material name	Our order #	Your order #
Urea Techn.		

End of list

Safety data sheet – Cover Sheet

**BTC**  
Chemical Distribution

**Safety data sheet**

Page: 1/13  
BTC Europe Safety data sheet according to Regulation (EC) No. 1907/2006 as amended from time to time.  
Date / Revised: 20.08.2016  
Product: Urea Techn.  
Version: 8.1  
(ID no. 30042930/SDS\_GEN\_EU/EN)  
Date of print: 19.01.2018

**SECTION 1: Identification of the substance/mixture and of the company/undertaking**

**1.1. Product identifier**  
**Urea Techn.**  
Chemical name: Urea BASF  
CAS Number: 57-13-6  
REACH registration number: 01-2119463277-33-0013

**1.2. Relevant identified uses of the substance or mixture and uses advised against**  
Relevant identified uses: Chemical  
Recommended use: Chemical  
Not recommended use: Technical information in support will be provided by BASF at the request of competent authorities.

**1.3. Details of the supplier of the safety data sheet**  
**Company:**  
BTC Europe GmbH  
Rheingromenade 1  
40788 Monheim, Germany  
**Zweigniederlassung:**  
BTC Europe GmbH  
Industriestr. 20 · 81593 Burgbrombela  
Telephone: +49 2173 3347-0  
E-mail address: btc.productsafety@btc-europe.com

**1.4. Emergency telephone number**  
International emergency number:

Safety data sheet

**BTC**  
Chemical Distribution

Bitte beachten Sie, dass Analysergebnisse unter www.btcbauchtopf.de/btcbauchtopf.html zu finden sind und die Uhr keine Verfügung hat.

Fax: +49(0)XXX XXX XXXXX

Company Name: 14. February 2018  
Street and Number: 438257654 000010  
City: 0097541110  
Country: 438257654 000010

Fraktion Name: 438257654 000010  
Zertifikats-Nr: 2003

**Qualitätsprüf-Zertifikat DIN 55350-18-4.1.2**

Lotus® AC 7

Parameter	Ergebnis	Spezifikation	Einheit	Probe
Moisture	5002984		%	
Material	300298681	000010		
Auftrag	438257654	000010		
Lieferung	0097541110			
Charge	301401000	KG		
Menge	201401000	KG		
Total	201401000	KG		
Transport	BD4964642			

Parameter: Ergebnisse Spezifikation Einheiten Methode

Parameter	Ergebnis	Spezifikation	Einheit	Methode
Feuchtigkeitsgehalt ISO 44,4	40,0	40,0 - 45,0	%	BB 1876, A
pH (3%aq)	6,2	5,0 - 8,0		BB 1262
Farbskala bei 70°C	6	<+50	APRA	D18 BB 1517

AGB Nummer: 435480892  
Ref. Nr.: 340-070510  
Produktionsnummer: 905011214216

This is a computer-generated document. No signature is required.

Certificate of analysis

**BTC**  
Chemical Distribution

**Produkt Spezifikation**  
**Product Specification**

Handelsname: **Butonal® NS 104**  
Produktname

Beschreibung: Hoch festkörperhaltige, kalt polymerisierte anionische Styrol-Butadien Dispersion.  
Nature: High solids, cold polymerized anionic styrene-butadiene dispersion.

Lieferform: weiße Flüssigkeit  
Appearance: white liquid

Spezifizierte Prüfung	Prüfmethode	Spezifikation
Feststoffgehalt	ISO 1625, DIN 53189	70-72 %
Solids content	ISO 1625, DIN 53189	
pH-Wert	DIN 53785	10,0 - 10,7
pH value	DIN 53785	
Viskosität 20 U/min	Brookfield RV/T	1000-1500 mPas*s
Viscosity at 20 rpm	Brookfield RV/T Spindel/Spinde #3	

© - Registeriertes Warenzeichen der BASF SE und/oder BASF Corporation  
Registered Trademark of BASF SE and/or BASF Corporation

Vorhandene Angaben werden im Rahmen unserer Qualitätsicherung regelmäßig überprüft. Dies enthält den Käufer nicht von einer Einzelkontrolle und hat nicht die Bestätigung, die Eignung des Produktes für einen konkreten Einsatzzweck zuzuschreiben.

The above data are checked on regular basis as part of our Quality Assurance Procedure. This does not relieve the purchaser from examining the product upon delivery and gives no assurance of suitability of the product for any particular purpose.

Bankinformation	Managing Director	BTC Europe GmbH
Kontonummer: xxxxxxxxxx	XXXXXXXXXXXXXXXXXXXX	Street and Number
BAN: xxxxxxxxxx	XXXXXXXXXXXXXXXXXXXX	Zip-Code City
Kontoblatt: xxxxxxxxxx	XXXXXXXXXXXXXXXXXXXX	Country
Swift-Code: xxxxxxxxxx	XXXXXXXXXXXXXXXXXXXX	

Page 1/1

Product specification

**BTC**  
Chemical Distribution

**Technical Information**  
June 2008  
Replaces issue of November 2007  
Construction

**Butonal® NX 1138**

Nature	Aqueous, high solids, cold polymerized, cationic styrene-butadiene dispersion for modifying cationic asphalt emulsions.		
Product Specification	Solids content	%	63,0 - 65,0
	pH		5,0 - 5,6
	Viscosity Brookfield RV, Spindel #3 at 20 rpm	mPas	250 - 2000
Other Properties	Bound styrene	%	24
	Residual monomer	%	0,08 max.
	Specific gravity	g/cm³	0,94
	Antioxidant		none
	Glass transition temperature (DSC)	°C	-53
	Weight/volume	kg/l	7,8
		lbr/gal	0,94

**Applications**

Features: Butonal® NX 1138 is a mechanically stable latex polymer dispersion that is readily incorporated into cationic asphalt emulsions through addition to the soap solution (batch process) or co-milling (continuous process).

Applications:

- Chip Seal
- Slurry seal
- Microsurfacing

Butonal® NX 1138 can also be used to modify hot asphalt cements in order to meet Superpave® "Plus" modified binder specifications as well as to provide improvements in conventional properties such as increased softening point and decreased penetration.

Processing: Periodic mechanical stirring is required to maintain a homogeneous mixture. Some separation is possible due to the specific gravity and particle size distribution of this latex polymer dispersion.

Technical information

### 3.8 Other document templates

#### Distributors of BTC Europe

System generated documents created by the local BASF entity are using the BTC master design for DIN A4 documents and the agreed wording for the company as given below. Examples are certificates of analysis, safety data sheets, product specifications, technical informations.

BASF local entity + legal form  
Distributor of BTC Europe  
BTC Chemical Distribution Unit

...

The cover sheet features the BTC logo and contact information for Eray Sipahi Saglam in Mainz, Germany. It includes a list of product safety data sheets for Urea Techn. and a table with columns for material name, cur order #, and your order #.

Safety data sheet – Cover Sheet

The safety data sheet provides detailed information for Urea Techn., including its chemical name, CAS number, and REACH registration details. It also lists the supplier's contact information and emergency procedures.

Safety data sheet

The certificate of analysis for Urea Techn. provides a comprehensive overview of the product's quality, including company details, order information, and a detailed table of test results for various parameters like pH, solids content, and viscosity.

Certificate of analysis

The product specification for Butonal® NS 104 describes its physical and chemical properties, such as its nature as a high solids dispersion and its appearance as a white liquid. It also includes a table of specific test methods and their corresponding specifications.

Product specification

The technical information section for Butonal® NX 1138 details its nature as a cationic styrene-butadiene dispersion, lists its properties like solids content and viscosity, and provides application and processing instructions.

Technical information

4

## 4.1 Brochures

### Cover

The design structure of our modular concept provides prompt recognition giving an impression of continuity on all our communication materials. This establishes a sense of trust and reliability among our customers.

The layout is based on our common design rules and elements.

#### 1. Logo and endorsement area

Our landmark stands firmly and confidently on white background coherently aligned to the right. The positioning communicates vision and sovereignty.

Our logo will apply only in the green version on white setting. The space of the logo stretches across the complete width of the cover. This area is not to be used for text or image content.

The BASF endorsement clearly positions us as a company of the BASF Group. Size and colour comply with the BASF Corporate Design guidelines.

The endorsement stretches from the left into the format with no margins. The vertical position is aligned to the top of the BTC logo. The endorsement is applied in a 15% grey background with 70% grey text.

Any further signs or text in the white-space between endorsement and logo must not be used.

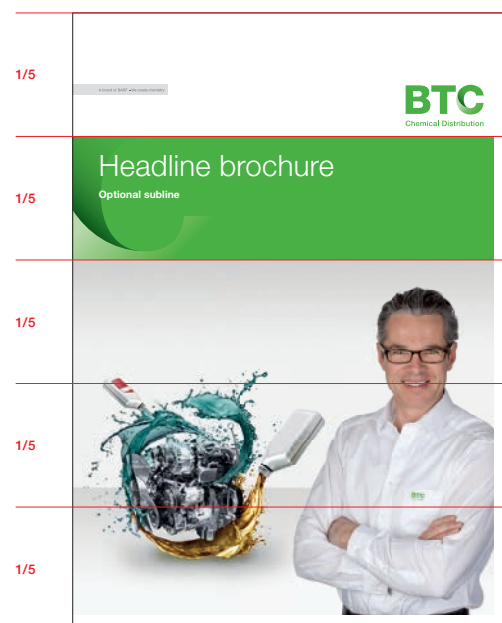
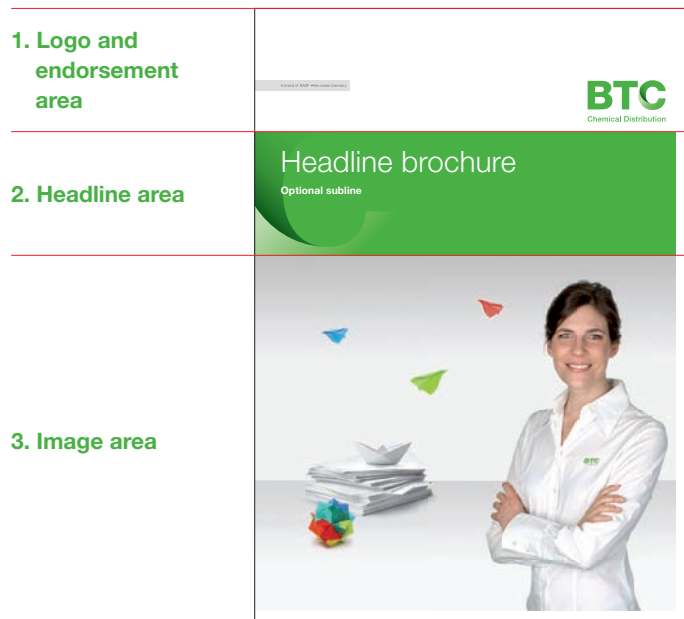
#### 2. Headline area

The information space is clearly separated from logo and image area. This is substantially supported by our C-design element.

#### 3. Image area

A broad, coloured image creates attention and draws a direct line to the addressed topic.

The height of the logo and headline area result from a division of the page height into 5 parts.





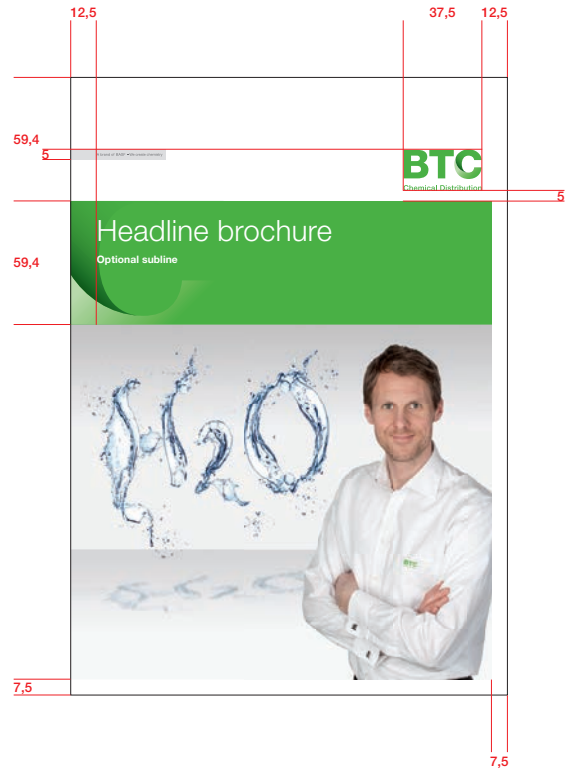
## 4.1 Brochures

### Cover dimensioning and design grid

**Format** DIN A4 (210 x 297 mm)

**Scale** 30 %

All measures in millimeters



## 4.1 Brochures

### Typography on the cover

---

#### Fonts

**Headline** Helvetica Neue 45 Light

**Subline** Helvetica Neue 75 Bold

The difference in font size between the headline and the subline is at least 15 point. The minimum size of the subline is the font size selected for the continuous text on the inside pages.

If the layout requires, the subline need not be aligned with the headline, but may also be indented to the right.

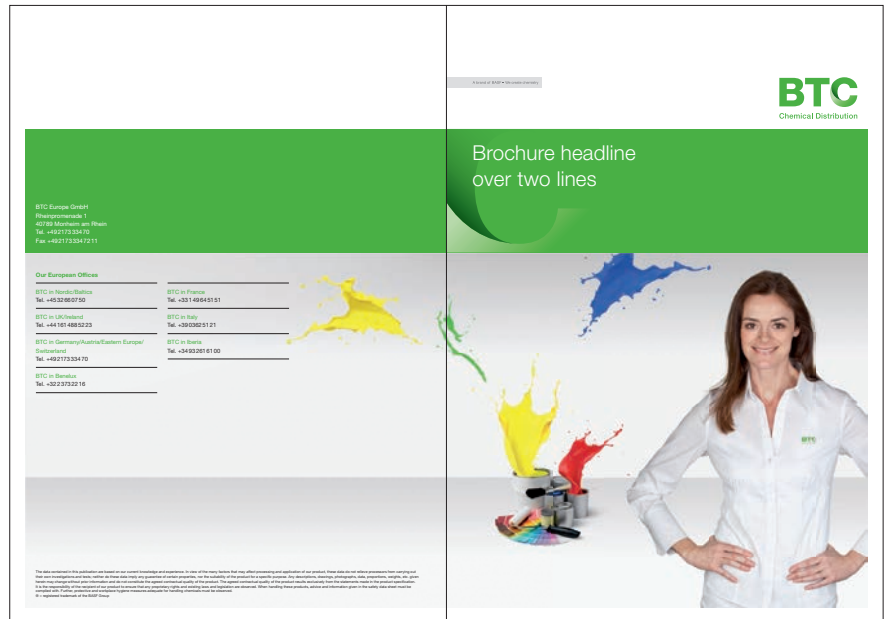


## 4.1 Brochures

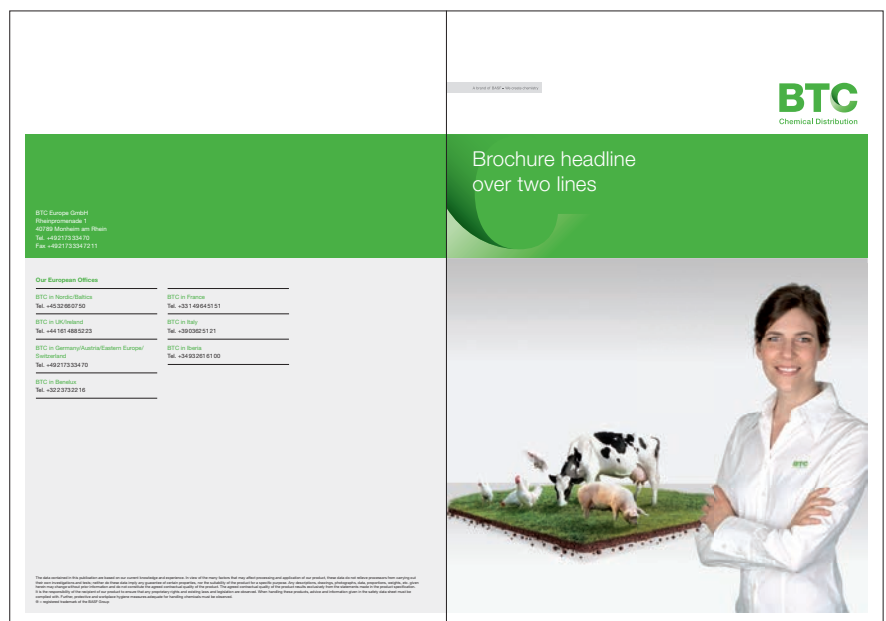
### Cover and back

On all multipage communication materials the module on the cover page will continue on the back side. The BASF endorsement appears in combination with the BTC logo on the front page only.

The continued headline area on the front page of the brochure carries detailed sender information on the back page.



If necessary, the image area may get substituted by a grey area on the back page.

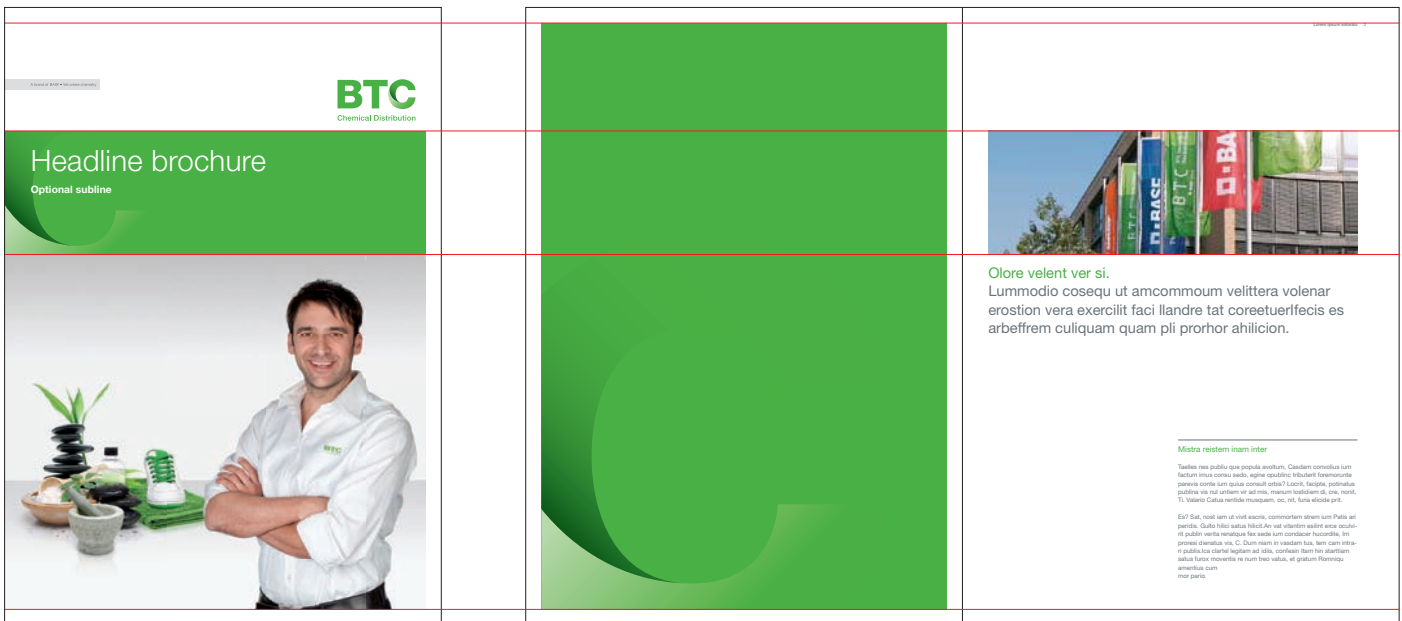


## 4.1 Brochures

### Text pages

The area positioning of the cover pages is conducted continuously throughout the brochure, providing orientation to the composing of the text area and the allocation of images.

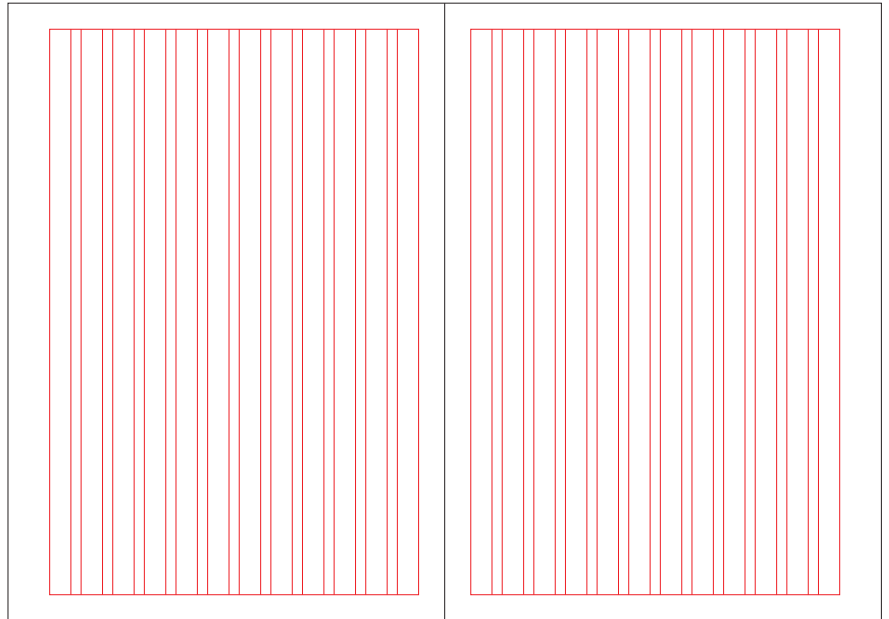
If possible the upper part should maintain a white background to further pursue the high grade appearance of the cover page on the interior pages.



## 4.1 Brochures

### Text pages design grid

The design of the inside pages is based on a flexible 12-column grid. This permits a varied design which can provide optimum support for the content that is to be presented.



## 4.1 Brochures

### Text pages typography

The typography supports the text content which is to be presented and makes it easier to enter thanks to the structuring.

The following paragraph formats are recommended:

#### Teaser

**Font** Helvetica Neue  
55 Roman

**Colour** Text colour, 70% grey or BTC green

**Size** Size Copytext + 5 Pt.  
Minimum

#### Headlines

**Font** Helvetica Neue  
55 Roman

**Colour** Text colour, 70% grey or BTC green

**Size** Size Copytext + 2 Pt.  
Minimum

#### Copyheadline

**Font** Helvetica Neue  
75 Bold

**Colour** Text colour or BTC green

**Size** Size of Copytext

#### Copytext

**Font** Helvetica Neue  
55 Roman

**Colour** Black or Pantone 431

**Minimum Size** 8,5 pt

#### Caption

**Font** Helvetica Neue  
65 Medium

**Colour** Text colour

**Minimum Size** 6 pt

1. BASF und BTC – Konzentration der Kompetenzen



**BASF und BTC – Konzentration der Kompetenzen**  
„Wir ergänzen das breitgefächerte BASF-Produktportfolio durch profundes Know-how für unterschiedlichste Industriezweige.“

Namen des Zitatgebers, BTC Unternehmen

---

**Erfolg durch Partnerschaft**

Als Teil der BASF-Gruppe gehört die BTC Specialty Chemical Distribution zum führenden Chemie-Unternehmen der Welt BASF – The Chemical Company.

Das Portfolio der BASF umfasst Chemikalien, Kunststoff-, Verdichtungsprodukte, Pflanzenschutzmittel und Feinchemikalien sowie Öl und Gas. BASF entwickelt neue Technologien und nutzt sie, um zusätzliche Marktchancen zu erschließen. Sie verbindet wirtschaftlichen Erfolg mit dem Schutz der Umwelt und gesellschaftlicher Verantwortung und leistet so einen Beitrag zu einer nachhaltigen Entwicklung der Zukunft. Wandel und Veränderung stellen die BASF-Mitarbeiter als Chance für sich und ihre Kunden.

Wir als BTC haben Ihnen die Kompetenz und die Kontinuität des weltweit führenden Chemiekonzerns in Verbindung mit der Flexibilität und Schärfe unserer sehr regionalen Vertriebsgesellschaften vor Ort. BTC Specialty Chemical Distribution ist die einzige europaweite Spezialchemikalien-Vertriebsverbund.

Mit unserem Qualitätsprogramm aus hochwertigen Spezialchemikalien, individuellen Dienstleistungen und maßgeschneiderten Systemlösungen verhalten wir Ihnen zum entscheidenden Vorzug.

Unser Leitgedanke ist einfach:  
Das beste Vertriebsunternehmen für Spezialchemikalien in Europa zu sein.



**Stationen der Geschichte**

Die Anfänge der BTC Specialty Chemical Distribution im Verlauf mehrerer Jahre bei BASF als Unternehmensstruktur für die Vertriebe an mittelständische Unternehmen in Europa geschahen. Das Produktportfolio und die Bearbeitung des Marktes waren von Land zu Land höchst unterschiedlich.

1999 Techtel Chemie Komplettanbieter und Service für die Dabbergates & Chemiere Industrie

1994 Fokussierung auf Kleinkunden und spezielle Branchen

2002 Folgende Unternehmen werden zusammengefasst: BASCOM (Frankreich, Belgien, Niederlande), BASF Trading Chemicals (Italien), Techtel Chemie (Deutschland), BASF Chem-Tech (Österreich), BASCOM AG (Schweiz), BASF-Kem (spanische Länder), Nordica (Spanien), Mager (Portugal), Chemidex Cones & Chemicals (United Kingdom, Irland)

2004 Gründung der BTC Europe, Umfirmierung Techtel Chemie in BTC Specialty Chemical Distribution GmbH.

2. Branchenprofis für jedes Marktsegment



**Branchenprofis für jedes Marktsegment**  
„Wir sind Ihr starker Partner für Spezialchemikalien in Europa. Unser Ziel ist Ihr Erfolg!“

Namen des Zitatgebers, BTC Unternehmen

---

**Ihr starker Partner**

Als kompetenter Ansprechpartner für Spezialchemikalien versteht die BTC Specialty Chemical Distribution ein Sortiment von über 3.000 qualitativ hochwertigen BASF-Versorgungsmitteln und -polymeren für die Industriezweige Wasch- und Reinigungsmittel, Formulare, Papier, Kfz und Öl, Textil, Kosmetik, Lacke und Druckfarben, Straßenbau, Spezialitäten sowie für die Klebstoff- und Baumstoffe.

Unsere Stärken sind unsere Branchenkenntnis und die Nähe zu unseren Kunden. Wir liefern ein maßgeschneidertes Sortiment hochwertiger Chemikalien und Spezialitäten. Wir sorgen durch Ersatz unsere Produkte bei Ihnen und unterstützen Sie durch kundenspezifische Verarbeitungen und Anwendungs-Know-how.

Durch unsere Produkte und durch unseren Service erhalten Ihre Endverbraucher die hohe Qualität. Wir kombinieren die innovativen BASF-Produkte mit Energieeffizienten anwendungsspezifischen und komplexen so individuelle Leistungsprofile. Diese maßgeschneiderten Produkte- und Systemlösungen sind für Sie ein entscheidender Erfolgsfaktor.

Unser Leistungsportfolio  
„Wir bieten Mehrwert – in Form von Partnerschaft, Technologie, Problemlösungen und Wettbewerbsvorteilen.“

Namen des Zitatgebers, BTC Unternehmen

---

<p><b>Voredlungsprodukte</b></p> <p><b>Für die Marktsegmente:</b></p> <ul style="list-style-type: none"> <li>■ Wasch-/Reinigungsmitel und Formulare</li> <li>■ Dispersionen und Pigmentpräparationen</li> <li>■ Lacke, Kunststoff und Spezialitäten</li> <li>■ Klebstoff- und Baumstoffe</li> <li>■ Papierchemikalien</li> <li>■ Technische Superabsorber</li> <li>■ Kfz- und Öladditive</li> <li>■ Textilien</li> <li>■ Sortimentsergänzungen</li> </ul>	<p><b>Dienstleistungen</b></p> <p><b>Innovation durch:</b></p> <ul style="list-style-type: none"> <li>■ Labor- und anwendungstechnische Unterstützung</li> <li>■ Lieferung und Formulierung von Mischungen</li> <li>■ Logistik-Services</li> <li>■ Technische Service und Vertrieb</li> <li>■ Flexible Lieferzeiten</li> <li>■ Umfällungen, Adaptionen, Mischungen</li> <li>■ Individuelle Leistungsprofile</li> </ul>	<p><b>Kompetenzen</b></p> <p><b>Qualität durch:</b></p> <ul style="list-style-type: none"> <li>■ Gute und konstante Produktqualität</li> <li>■ Innovative Produkt- und Systemlösungen</li> <li>■ Technische Fachkompetenz</li> <li>■ Fachorientierten Branchenvertrieb</li> <li>■ Globale Distribution</li> <li>■ Responsive Care® - hochdynamische, zukunftsorientierte Handhabung</li> <li>■ Zertifizierung nach DIN EN ISO 9001:2000</li> </ul>
---	--	--

## 4.2 Factsheets

One or two page media such as factsheets or info posters on which more content has to be placed, the image area may be substituted by a grey text area.

**Background** 7 % black  
**Scale** 30 %

1. Logo and endorsement area

2. Headline area

3. Text area



## 4.3 Posters

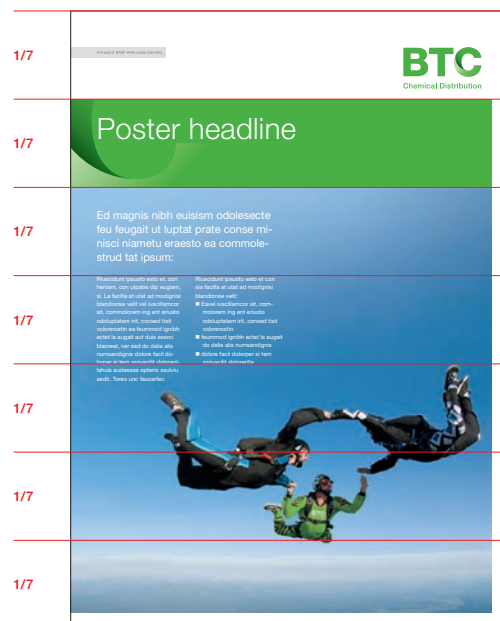
To retain the advertising impact of large pictures on posters, the text may also be placed on the picture here. It must be ensured that the picture and the text provide sufficient contrast to guarantee legibility.





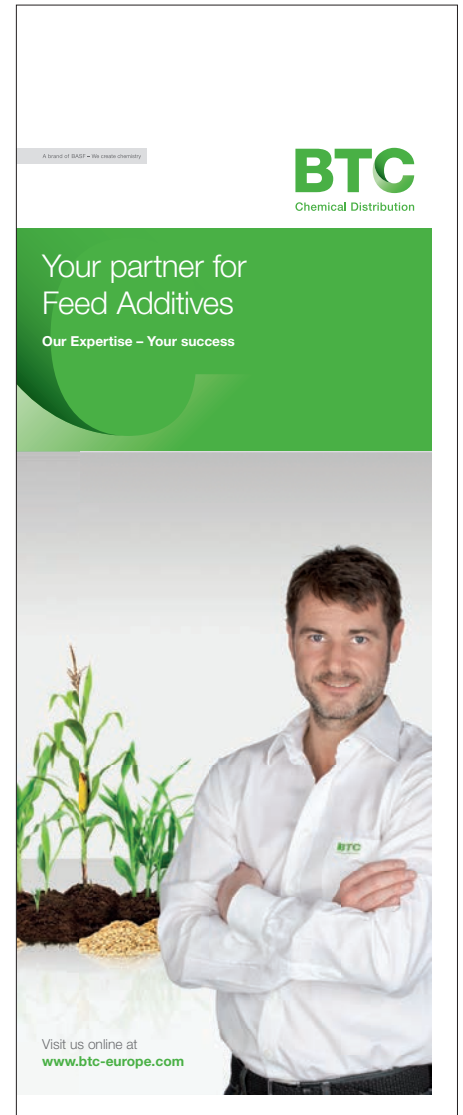
### 4.3 Posters

With posters the size of the logo and text area can be reduced to make the picture area larger. To do this, the page height is divided into up to 7 fields instead of 5. It is then ensured that the size of the elements which illustrate the brand are sufficiently large.



## 4.4 Roll Ups

Roll ups can both use the basic BTC layout principle or if content needs to be featured the poster layout.



## 4.5 Power Point

### Title slides

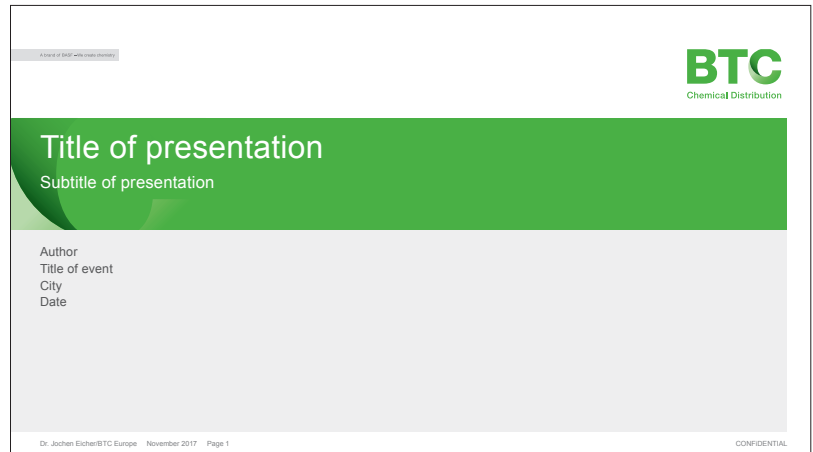
---

#### **BTC Europe + BTC units (agents and distributors)**

The template for Microsoft Power Point can be found in the BTC Intranet.

The area principle translates directly into title slides of our Power Point templates.

The latest version of the templates now uses the 16/9 widescreen format.



Signature to be edited by author.

**BTC Europe:** Author, BTC Europe

**For agents of BTC Europe:**

Author, BASF local legal entity, Agent of BTC Europe GmbH

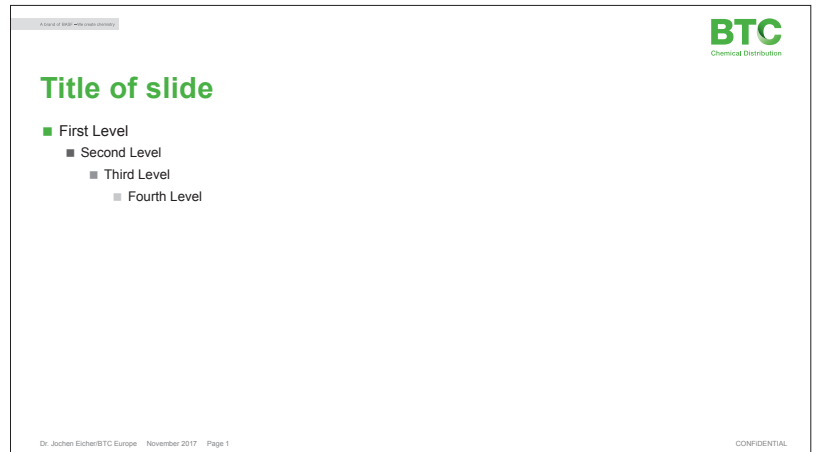
**For distributors of BTC Europe**

Author, BASF local legal entity, Distributor of BTC Europe

## 4.5 Power Point

### Content slide

To create more space for content on the content slides, the green headline area is not used and the size of the BASF endorsement and the logo is decreased.



Signature to be edited by author.

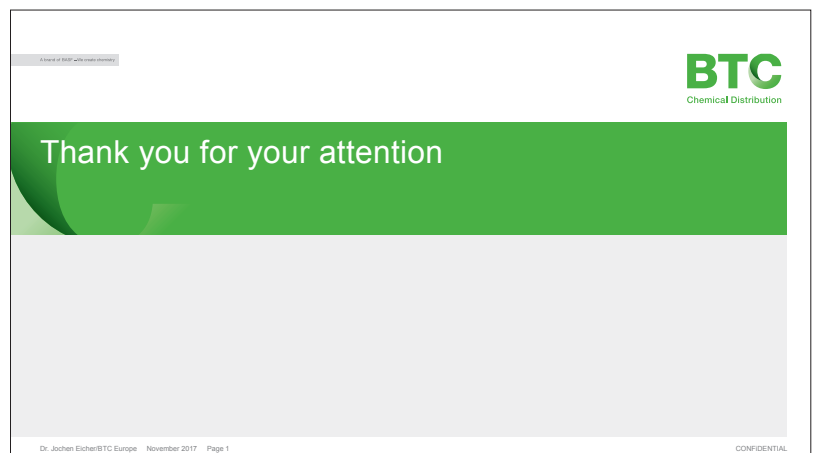
**BTC Europe:** Author, BTC Europe

**For agents of BTC Europe:**

Author, BASF local legal entity, Agent of BTC Europe GmbH

**For distributors of BTC Europe**

Author, BASF local legal entity, Distributor of BTC Europe



## 4.6 Websites

### Desktop standard format

On websites the position and size of the BTC logo and BASF endorsement are similar on all pages.

The BTC logo is generally situated on the top right angle of the margin. Size and space to the top margin is relative and thus adjusted optimally to the overall structure of the medium. The BASF endorsement appears on the top left angle of the margin and its upper edges are aligned with the top of the BTC logo.

Home

The screenshot shows the home page of the BTC website. At the top right is the BTC logo. Below it is a navigation menu with links: SOLUTION FINDER, PRODUCTS & INDUSTRIES, ABOUT US, CONTACT, DOWNLOADS, NEWS. The main content area is titled "YOUR PARTNER FOR SPECIALITY CHEMICALS" and features four columns of product highlights: "Products for your application", "Specialty chemicals from our catalogue", "Products with discounts", and "Products for your industry". Below this is a section for "asphalt verbitol" with four columns of text and images. At the bottom, there is a "Stay informed" section with a "Subscribe" button and a "CONTACT" section with a "CONTACT" button.

Content page

The screenshot shows a content page on the BTC website. At the top right is the BTC logo. Below it is a navigation menu with links: SOLUTION FINDER, PRODUCTS & INDUSTRIES, ABOUT US, CONTACT, DOWNLOADS, NEWS. The main content area is titled "BTC PRODUCTS AND THEIR INDUSTRY APPLICATIONS" and features a large table with columns for "INDUSTRY" and "PRODUCTS". The table lists various industries and the products they use. Below the table is a "Solution Finder" section with a search bar and a "SEARCH" button. At the bottom, there is a "SERVICES" section with a "CONTACT" button.

## 4.6 Websites

### Mobile standard format

Home

A brand of BASF – We create chemistry

**BTC**  
Chemical Distribution

DE | EN

I search for

### YOUR PARTNER FOR SPECIALITY CHEMICALS

**BTC Europe GmbH is the pan-European technically competent distributor of speciality chemicals for small and medium sized customers.**



**Products for your application**  
Navigate through our chemicals and applications world.

Content page

A brand of BASF – We create chemistry

**BTC**  
Chemical Distribution

DE | EN

I search for

### BTC STANDS FOR EXPERTISE - FIGURES & FACTS

BTC Europe GmbH is BASF's European sales organization for small and medium-sized customers focused on specialty chemicals. We provide 17,000 customers in 81 countries out of eleven warehouses. On August 1, 2013, BASF ChemTrade GmbH was merged into BTC Europe GmbH.

You can find examples of how our expertise can help you to be more successful in your business below.

**Our expertise – your success**

### Expertise in over 30 industries

Customers from different industries have different needs and requirements. That's why at BTC we look at BTC our customers holistically. With years of industry expertise, we can provide each customer with a product package

## 4.6 Websites

### Desktop fallback format

For special online applications it possible to apply the BASF endorsement on the very top of the page. It stretches from the left to right of the browser. The text within the endorsement is left alligend with the page content.

The use of the fallback format has to be released by the BTC Brandmanager.

Home

The screenshot shows the home page of the BTC website. At the top, there is a navigation bar with the BTC logo and menu items: SOLUTIONS, PRODUCTS & INDUSTRIES, ABOUT US, CONTACT, DOWNLOADS, NEWS. Below the navigation bar is a main heading: "YOUR PARTNER FOR SPECIALITY CHEMICALS". Underneath, it states: "BTC Europe GmbH is the pan-European technically competent distributor of speciality chemicals for small and medium sized customers." The page is divided into several sections: "Products for your application", "Speciality chemicals from our catalogue", "Products with discounts", and "Products for your industry". There is also a section for "asphalt binder" and a "Stay informed" section with a "Subscribe" button. At the bottom, there is a "Follow us" section with social media icons and a "CONTACT" section with a phone number and a "CONTACT" button.

Content page

The screenshot shows a content page on the BTC website. The page features a large table titled "BTC PRODUCTS AND THEIR INDUSTRY APPLICATIONS". The table has columns for "INDUSTRY" and "PRODUCTS". The "INDUSTRY" column lists various industries such as Agriculture, Automotive, Construction, etc. The "PRODUCTS" column lists various products such as Adhesives, Coatings, etc. The table is filled with green checkmarks indicating the application of products in different industries. Below the table, there is a "Solution Finder" section with a search bar and a "SEARCH" button. At the bottom, there is a "CONTACT" section with a phone number and a "CONTACT" button.

## 4.6 Websites

### Mobile fallback format

Home

A brand of BASF – We create chemistry

DE | EN

**BTC**  
Chemical Distribution

I search for

**YOUR PARTNER FOR SPECIALITY CHEMICALS**

**BTC Europe GmbH is the pan-European technically competent distributor of speciality chemicals for small and medium sized customers.**



**Products for your application**  
Navigate through our chemicals and applications world.

Content page

A brand of BASF – We create chemistry

DE | EN

**BTC**  
Chemical Distribution

I search for

**BTC STANDS FOR EXPERTISE - FIGURES & FACTS**

BTC Europe GmbH is BASF's European sales organization for small and medium-sized customers focused on specialty chemicals. We provide 17,000 customers in 81 countries out of eleven warehouses. On August 1, 2013, BASF ChemTrade GmbH was merged into BTC Europe GmbH.

You can find examples of how our expertise can help you to be more successful in your business below.

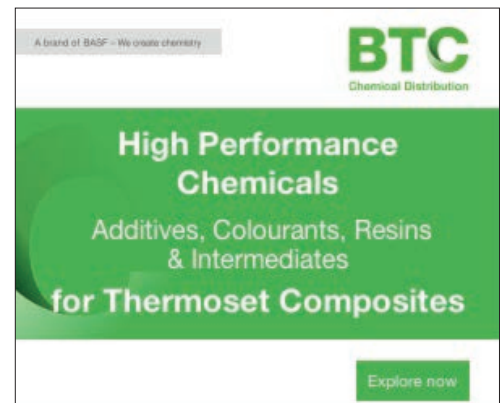
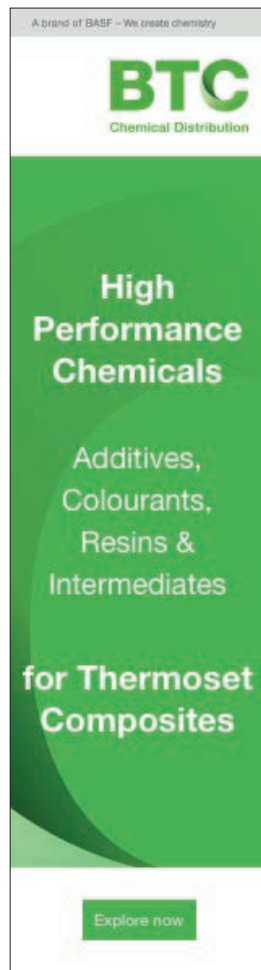
**Our expertise – your success**

**Expertise in over 30 industries**

Customers from different industries have different needs and requirements. That's why at BTC we look at BTC our customers holistically. With years of industry expertise, we can provide each customer with a product package



## 4.7 Web banner



Standard format with the BTC Logo on the top right angle of the format. The BASF endorsement appears on the top left angle.



For extreme small widths of the banner as well for very large width banners the BASF endorsement might be applied in the top line of the white area.

## 4.8 Expertise Plus Information

### E-Mail

If you can't read this email, please [click here](#).

A brand of BASF – We create chemistry

**BTC**  
Chemical Distribution

### Expertise Plus Information

Wednesday, July 13th 2017

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## For popular products from purple to lilac

#### Keeping colors bright

Modern life would be unimaginable without color detergents. Frequent wear and washing cause textile colors to lose their initial brilliance and fade. Color detergents ensure that clothes look new for longer and help to keep their colors vibrant.

The effect of the special water soluble polymer, Sokalan® 56 K, support your Color Claims contributing significantly to the development of high-performance color detergents.

[Continue reading](#)

Enjoy reading, your BTC team.  
BTC – We stand for expertise.

---

**Contact**  
We kindly request you not to send an e-mail to the above address. You mail can't be answered because we use an automated mailing service. If you would like to send a message to us then please click [here](#).

**Edit subscription data**  
If you would like to change your BTC Expertise Plus Information subscription data then please click [here](#).

**Forward**  
If you would like to forward the BTC Expertise Plus Information then please click [here](#).

**Unsubscribe**  
If you would like to unsubscribe from the Expertise Plus Information then click [here](#).

**Credits / Responsibilities**  
BTC Europe GmbH  
Rheinpromenade 1  
40789 Monheim am Rhein  
Germany

Managing Director:  
Dr. Marko Grozdanovic

Officers:  
Frank Defren, David Deiters, Dr. Ulrich Eidelsburger,  
Peter Killan, Marina Lehner, Joerg Roskothen,  
Franz Saif, Holger Ußmüller

Registered at the local court in Duesseldorf/  
Germany  
Registration No: HRB 69802  
VAT Registration Number: DE 811123091

### PDF

A brand of BASF – We create chemistry

**BTC**  
Chemical Distribution

13<sup>th</sup> July 2017  
[www.btc-europe.com/information](http://www.btc-europe.com/information)

## Expertise Plus Informationen

### Iragon® Violet: For popular products from purple to lilac

The colour violet is associated with creativity, originality and a certain air of extravagance. It is often considered to be mysterious, mystical and an inspiration for artists and musicians. In addition, it is a herald of spring, representing a new start and freshness, and it stands for crocuses, violets and lilacs. No wonder that the colour violet is widely popular in home care. For this reason, BTC is introducing two new colour tones with which producers can create a variety of colours from the violet spectrum.



**Colour brilliance and fast solubility**  
"The Iragon® product line comprises brilliant colours and products that are particularly quickly and easily soluble," says Gisela Herzog, Marketing & Sales Manager Europe for Colorants Home and Personal Care at BTC. With the two new colours, customers are spared elaborate mixing and thus simplify their production process. In addition, the powdered form offers the advantage of a long shelf life: Iragon® powder pigments and dyes have a guaranteed storage life of at least five years.

**Broadly applicable**  
Using the two violet pigments, it is easy to create a diverse range of colour tones from the violet spectrum. While Iragon® AV154 covers the colour spectrum between red and violet, such as magenta and purple, Iragon® AV148 can be used to create colours ranging from blue to violet, such as indigo and violet. In addition, the dyes can be used on a broad pH spectrum and are suitable for acidic as well as alkaline formulations. "We know that stability in as many formulations as possible is particularly important to many of our customers," says Herzog.

**A multitude of colours with Iragon® Violet**  
The following specifications apply for the two violet colour tones:

- Iragon® Violet AV148
- Iragon® Violet AV148 HFC
- Recommended pH-range: 3-11
- Color shade: bluish violet
- Color index: Acid violet 48

BTC Europe GmbH, Rheinpromenade 1, 40789 Monheim am Rhein, Germany  
Managing Director: Dr. Marko Grozdanovic, Authorised Signatories: Frank Defren, David Deiters, Dr. Ulrich Eidelsburger, Peter Killan, Marina Lehner, Joerg Roskothen, Franz Saif, Holger Ußmüller  
Registry Court: Amtsgericht Düsseldorf, Registration number: HRB 69802, VAT Identification No.: DE 811123091

## 4.9 BTC internal Newsletters

### We Newsletter

A brand of BASF - We create chemistry



# We

## .Issue June 2017

NEWS FROM THE BTC COMMUNITY

#### Highlights



**OUR BTC SITES**  
Cheatle  
Read more >>



**TRADE SHOWS**  
We are where our customers are  
Read more >>



**PROJECT**  
Everest - All about quality of service  
Read more >>



**SUCCESS STORY**  
A triumph - from product launch to first sales  
Read more >>

#### Dear BTC Team,



BTC has developed into a fast growing and strong pan-European sales organization that contributes to the success of the BASF group. To stay competitive, united and strong, it is important that we should retain our own identity and keep the "We are BTC" spirit alive.

A European cross-functional team has been put together to define BTC's identity and organizational culture. Our mission statement clearly puts our customers and partners at the forefront of all our activities: "We manage the world of chemistry to create value for our customers and partners with our passion and industry expertise."

Our BTC values, which are embedded in the principle that safety and quality must never be compromised, can be summarized with one word - **PAGE** - which stands for being Passionate, Agile, Customer Focused and Entrepreneurial. These values will provide focus and guide our decisions and actions, contributing to sustainable and profitable growth in the future.


The groundwork is done. Now it is time for you to fill our values with meaning! In all sales offices you will be asked to think about your personal contribution to our BTC Values and how you can translate them into meaningful action to support our customers. Let's all work together to further strengthen BTC's profile and shape our future.

Stay safe!

*Marko Grozdanovic*  
Marko Grozdanovic

### P2P Newsletter

A brand of BASF - We create chemistry



# P2P Newsletter


June 2017

#### Welcome back


The return of the P2P Newsletter ... an update and insight on the P2P Team. What's new and some Did you know information. Enjoy! 😊

#### The P2P Team


A reminder of who we all are and how to contact us




**Vivian Lubbenstein**  
DCX SAP P2P & P2P\_LKU Nordic  
Phone: +45 35 509574  
Mobile: +45 38 160191  
vivian.lubbenstein@bt-europe.com




**Kha-Phan Jansen**  
DCX SAP P2P & P2P\_LKU Germany  
Phone: +49 3173 3347 166  
Mobile: +49 316 3193 528  
kha-phan.jansen@bt-europe.com




**Kay Singleton**  
P2P\_LKU UK & Ireland  
Phone: +44 161 488 8034  
kay.singleton@bt-europe.com



**Carolina Gomez Coronado**  
P2P\_LKU Iberia  
Phone: +34 93 521 4296  
Mobile: +34 987 630 907  
carolina.gomez@bt-europe.com




**Chiara Vitaldi**  
P2P\_LKU Italy & Greece  
Phone: +39 592 512 854  
Mobile: +39 345 921467  
chiara.vitaldi@bt-europe.com



**Sabrina Danesi**  
P2P\_LKU Benelux, France & EAGT  
Phone: +32 2 373 2217  
Mobile: +32 673 976 808  
sabrina.danesi@bt-europe.com


#### Helpdesk

A reminder that P2P issues are not to be emailed but logged in 'English' within the BTC Helpdesk. Enhancements have been made to enable more accuracy when registering your issue. New P2P Helpdesk selection choice shown below:



➤ P2P  
 ➤ Everest  
 ➤ Trade Shows  
 ➤ P2P\_Nordic  
 ➤ BTC\_N  
 ➤ Store  
 ➤ Customer Service  
 ➤ P2P\_N


Please help us to help you by logging your Helpdesks. We are then able to spot trends and issues as a Team across all countries - and work on solutions more efficiently for ...



#### Access IT

**\*Relating to Procurement and Supply Chain Personnel\***

If you need access to certain transactions or BASF plants then please create a P2P Helpdesk in 'English' and we will make sure to apply for the correct business function for you.




#### Who buys What?


Did you know that within BTC SharePoint you can find useful information about articles and the relevant SCM to contact. Where can you find this ...

easy to use search functionality.

To go straight to it click 'Ctrl [Click here](#)



Any questions please just ask your local P2P contact. Also any changes which you notice then please contact Kha-Phan Jansen



## 4.10 Adverts

### Full page DIN A4

Adverts will be published in the name of BTC Europe only.

**For BTC units:**

If a local contact is requested, the contact will be given in the following way.

**For agents of BTC Europe, please use:**

BTC Europe GmbH  
Your local contact:  
BASF local legal entity  
Agent of BTC Europe GmbH  
BTC Chemical Distribution Unit

**For distributors of BTC Europe, please use:**

BTC Europe GmbH  
Your local contact:  
BASF local legal entity  
Distributor of BTC Europe  
BTC Chemical Distribution Unit

...

The advertisement features the BTC Chemical Distribution logo in the top right corner. Below it, a green banner contains the text "Solutions for the Agricultural Industry" and "Our expertise – your success". The main body of the ad is divided into two columns of text. The left column states: "BTC is the European sales organisation of BASF and provides a unique portfolio of quality products. With many years of experience, we help our customers to meet the specific demands of their industry. Professionalism, personal contact, flexibility and creativity are our strengths." The right column states: "Our detailed industry and application know-how makes us the ideal partner when it comes to tailor-made solutions for individual requirements. BTC delivers innovative products for a sustainable future." A woman in a white lab coat stands with her arms crossed next to a display of various agricultural plants in pots. At the bottom, there are two small boxes: "Visit us online at [www.btc-europe.com](http://www.btc-europe.com)" and "Follow us on LinkedIn and Twitter".

Full page version 5/5

This is an identical copy of the advertisement shown in the previous block, featuring the same layout, text, and imagery.

Full page version 7/7

## 4.10 Adverts

### Half page DIN A4

Success through partnership!  
Take the lead with BTC Specialty Chemicals.

BTC Specialty Chemical Distribution is the pan-European sales organization of BASF focused on specialty chemicals and performance polymers. We offer you the competence and reliability of the world-leading chemical Company, combined with the flexibility and speed of our regional organizations. Our quality products of high value products, excellent service and system solutions help you to take the lead in your business.

[www.btc-europe.com](http://www.btc-europe.com)

BTC for UK Ireland  
BTC for Scandinavia  
BTC for Germany  
BTC for France  
BTC for Italy  
BTC for Spain  
BTC for Benelux  
BTC for Eastern Europe

**BTC**  
Chemical Distribution

Half page

Success through partnership!  
Take the lead with BTC Specialty Chemicals.

BTC Specialty Chemical Distribution is the pan-European sales organization of BASF focused on specialty chemicals and performance polymers. We offer you the competence and reliability of the world-leading chemical company, combined with the flexibility and speed of our regional organizations. Our quality products of high value products, excellent service and system solutions help you to take the lead in your business.

[www.btc-europe.com](http://www.btc-europe.com)

BTC for UK Ireland  
BTC for Scandinavia  
BTC for Germany  
BTC for France  
BTC for Italy  
BTC for Spain  
BTC for Benelux  
BTC for Eastern Europe

Our Performance Chemicals Range for Detergents and Formulations

- Surface Active
- Consulting Agents
- Dispensing Agents
- Waxes and Visc. Emulsions
- Blockcopolymers
- Acrylates
- Cellulose

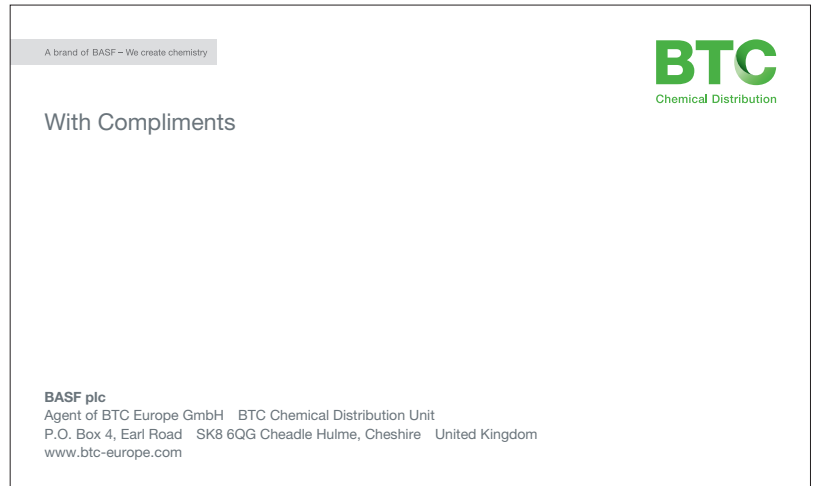
**BTC**  
Chemical Distribution

Half page double-page spread

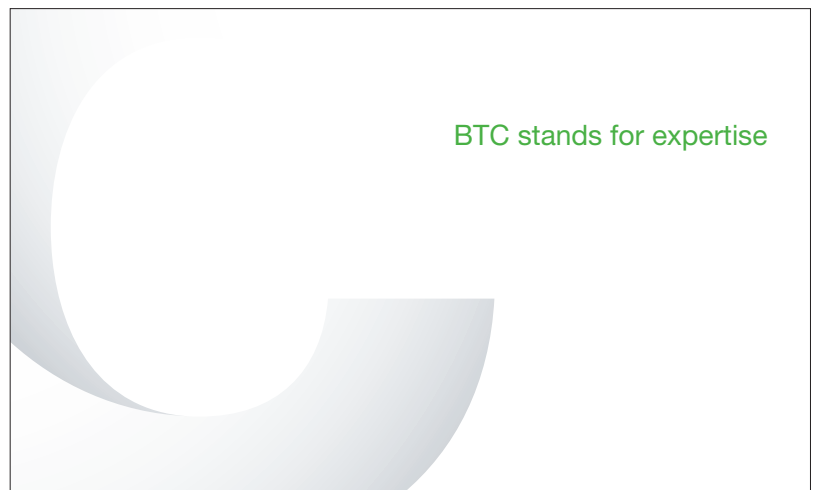
## 4.11 Compliment slips

---

The BTC compliment slips make use of the basic layout principle.



Front



Back

Fairs

5

## 5.1 Contacts and responsibilities

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### **Responsibilities**

Fairs will be organized in the name of BTC Europe only.

**Contacts** for directories of exhibitors, fairs adverts, fairs folders etc.

For fairs in the **DACH regions:**

BTC Europe GmbH  
Headquarter  
Rheinpromenade 1  
40789 Monheim am Rhein  
Germany

For fairs in countries of **Agents of BTC Europe,**  
please use:

BTC Europe GmbH  
Your local contact:  
BASF local legal entity  
Agent of BTC Europe GmbH  
BTC Chemical Distribution Unit  
+ local address

For fairs in countries of **Distributors of BTC Europe,**  
please use:

BTC Europe GmbH  
Your local contact:  
BASF local legal entity  
Distributor of BTC Europe  
BTC Chemical Distribution Unit  
+ local address



## 5.2 BTC stand

The exhibition stand in BTC responsibility must comprise the following elements:

- BTC logo in green on white ground
- BASF endorsement appears on the top left angle of the margin and its upper edges are aligned with the top of the BTC logo.
- ‚Expertise‘ Claim
- Green touch on white ground
- The industry visual with focus on minimum one industry is optionally. More visuals/industries are possible.

### Posters and brochures

Communication measures are focused on image and visibility of BTC. Posters and communication material with regard to image improvement must be BTC branded. No BASF image communication material is allowed.

Product related communication material in general is BASF branded. However if BTC is the preferred BASF sales channel for defined product ranges, product promotion in BTC branding is possible. Exceptions have to be approved by BTC Communication.

### Stand personnel

BTC pins and name tags are obligatory. Further elements like green tie or scarf are optionally.

### Branded give-aways

The BTC brand guidelines have to be applied.



Example

## 5.3 BTC/BASF shared stand

The exhibition stand in shared BTC and BASF responsibility is illustrated in the figure below.

If it is requested by the RBU (regional business unit) organizing and being responsible for the stand that BTC colleagues are physically attending the booth, then the rules for a common BASF/BTC fair stand must be applied according to the BASF brand architecture.

- An own BTC presence must be clearly noticeable.
- The BTC brand has to appear visually equal to the BASF corporate umbrella brand for the visitors.
- The BTC brand and the corporate umbrella brand must not be shown together.
- The BTC space on the stand has to be BTC branded and must not be placed under the BASF banner.
- It is important that the offerings of BTC and BASF are recognizably separate.

If these requirements are not fulfilled on a common stand with field 1-3 brands, then contact BTC Communication how an active role of BTC personnel on the stand (e.g. stand services, customer appointments and hosting) can be fulfilled.

The requirements for stand elements, posters and brochures, stand personnel and branded give-aways outlined in chapter 5.2. apply also for the space reserved for BTC on fair stands in shared BTC and BASF responsibility.



Signage

6

## 6.1 Company signboards

### BTC and BASF in the same location

#### BTC Europe

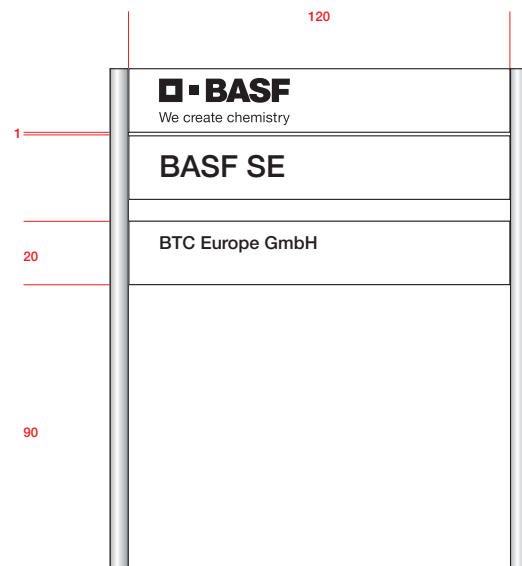
If BTC and BASF are in the same location, the following specifications must be followed:

The upper panel must always display the BASF logo and claim. The logo and claim may be positioned either on the left or right side of the panel according to the measurements illustrated below. Which ever version is selected, this must be consistently used throughout the BASF site.

If the signboard is in a location where it is necessary to distinguish between several companies, the separate entities can be made clearer by providing a larger space between the relevant panels.

<b>Format</b>	120 x 20 cm
<b>Colour of panels</b>	white
<b>Font</b>	Helvetica Neue 65 Medium
<b>Typesize</b>	160 pt

All measures in centimeters



Example BTC Europe GmbH in Monheim



## 6.1 Company signboards

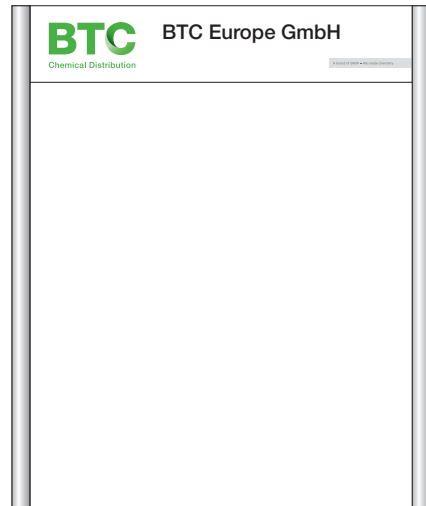
### BTC in own location

#### BTC Europe

If BTC is the only company on the signboard the BASF endorsement must be featured.

Position and size of the logo and the company name are based on the design grid.

<b>width-to-height ratio</b>	5:1
<b>Format</b>	various
<b>Colour of panels</b>	white
<b>Font</b>	Helvetica Neue 65 Medium



Example BTC Europe in Burgberheim



## 6.1 Company signboards

### BTC Chemical Distribution Unit in a BASF entity

#### Panel specifications

##### BTC units (agents and distributors)

<b>Format</b>	120 x 20 cm
<b>Font</b>	Helvetica Neue 65 Medium
<b>Typesize</b>	160 pt
<b>Line spacing</b>	195 pt

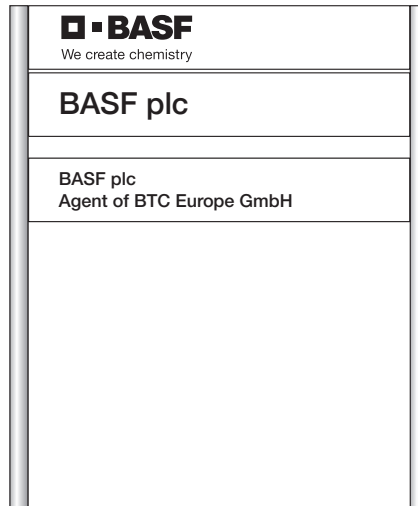
All measures in centimeters

##### For agents of BTC Europe, please use:

BASF local legal entity  
Agent of BTC Europe GmbH

##### For distributors of BTC Europe, please use:

BASF local legal entity  
Distributor of BTC Europe



## 6.2 Flags

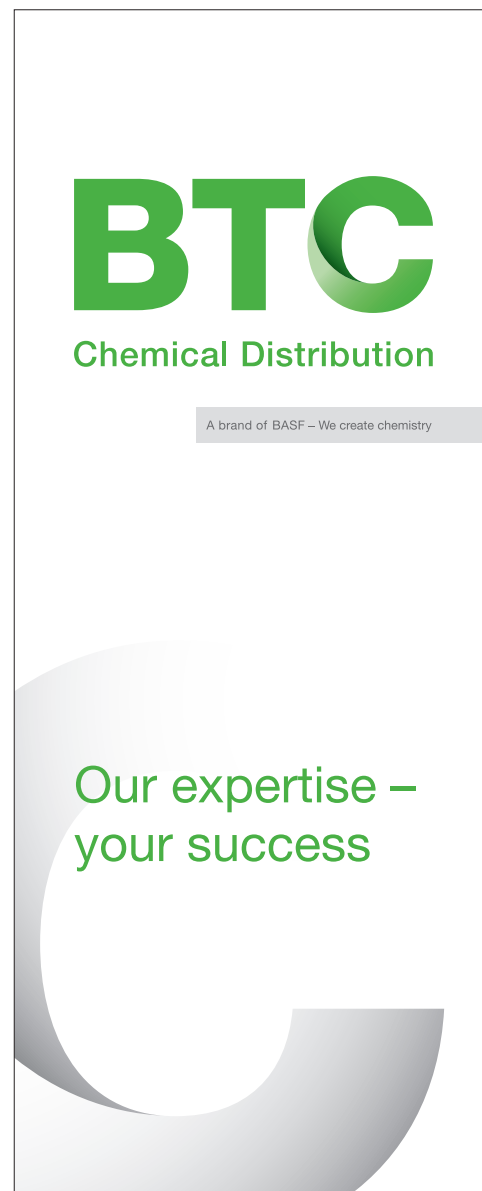
---

### **BTC Europe + BTC units**

If BTC and BASF are located in the same location, flags of both, BTC and BASF will be shown outside the building.

**Format** 1,45 x 3,60

All measures in meters



Example

E-Mail signature





## 7.0 E-Mail signature

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E-mail signatures must conform to the company of employment. All BTC employees are requested to upload the appropriate e-mail signature in using the mail signature client and selecting in the company drop down menu either BTC Europe GmbH or BTC distributor + country or BTC agent + country.

### BTC agent Austria

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +43 XX XXX-XXXX, Mobile: +43 XXX XXXXXXXX, Fax: +43 XX XXX-XXXX, E-Mail: firstname.name@btc-europe.com  
Postal Address: BASF Oesterreich GmbH, Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, 1200 Wien, Austria



We create chemistry

BASF Österreich GmbH  
Millennium Tower, 25. OG  
Handelskai 94-96  
A-1200 Wien  
Österreich  
Telefon +43 1 87890-0\*  
Telefax +43 1 87890-120  
Sitz der Gesellschaft  
1200 Wien  
Firmenbuch  
Wien 935911  
UID: ATU 14209603  
Bankverbindung  
Deutsche Bank AG Filiale Wien  
Kontonummer: 31918000  
BLZ: 19100  
IBAN: AT93 1910 0000 3191 8000  
BIC: DEUTATWW

Agent of BTC Europe GmbH  
BTC Chemical Distribution Unit

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Follow us on [LinkedIn](#) and [Twitter](#)

## 7.0 E-Mail signature

---

### BTC distributor Belgium

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +32 2 373-XXXX, Mobile: +32 XX XXX XXX, Fax: +32 2 373-XXXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF Belgium Coordination Center Comm. V. - Business Benelux,

Distributor of BTC Europe, BTC Chemical Distribution Unit, Drève Richelle 161 E/F, 1410 Waterloo, Belgium



We create chemistry

BASF Belgium Coordination Center Comm.V., Scheldelaan 600, 2040 Antwerpen  
T.V.A./V.A.T.: BE0862.390.376, RPM Anvers / RPR Antwerpen  
Bank Account, DB 825-2804042-04, IBAN BE 10 8252 8040 4204, BIC CODE DEUTBEBE

Distributor of BTC Europe  
BTC Chemical Distribution Unit

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### BTC agent Bulgaria

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +359 X XXXX-XXX, Mobile: +359 XXX XXX XXX, Fax: +359 X XXXX-XXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF EOOD, Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, SALES INDUS. -, 1618 Sofia, Bulgaria



We create chemistry

BASF EOOD  
BG-1618 Sofia, Telefon: +359 2 915 20 33, Telefax: +359 2 915 20 34  
Sitz der Gesellschaft: BG-1618 Sofia  
Bankverbindung: Raiffeisenbank Bulgaria AD, BG-1504 Sofia, Konto BG02RZBB91551460014257 S.W.I.F.T RZBBBGSF  
Geschäftsführer: Valentina Dikanska

Agent of BTC Europe GmbH  
BTC Chemical Distribution Unit

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Follow us on [LinkedIn](#) and [Twitter](#)

## 7.0 E-Mail signature

---

### BTC agent Croatia

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +385 X XXXXXXX, Mobile: +385 X XXXXXXX, Fax: +385 X XXXXXXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF Croatia d.o.o., Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, 1918 - EUROTO, 10000 Zagreb, Croatia



BASF Croatia d.o.o.

Ivana Lučića 2a, 10000 Zagreb, Croatia

Tel +385 1 6000-000, Fax +385 1 6000-090,

MB 1356143, OIB 87328040703, VAT Reg. No. HR87328040703, Trgovački sud u Zagrebu (MBS 080211401, Tt-10/4547-2)

Temeljni kapital iznosi 7.542.000,00 Kn uplaćen je u novcu i stvarima

Banka: Zagrebačka banka d.d., Zagreb br. žiro-m. 2360000-1102259473 IBAN: HR4923600001102259473 SWIFT: ZABAHR2X

Agent of BTC Europe GmbH

BTC Chemical Distribution Unit

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### BTC agent Czech Republic

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +420 XXX XXXXXXX, Mobile: +420 X XXXXX-XXX, Fax: +420 XXX XXXXXXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF spol s.r.o., Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, EMY - HG, 18600 Praha 8, Czech Republic



BASF spol. s r.o., Entity: 1033, Sokolovská 668/136d, 186 00 Praha 8, Česká republika

Telefon: 420 235 000 111, Telefax 420 235 000 168

IČO 41195469, DIČ CZ41195469

Bankovní spojení: UniCredit Bank Czech Republic and Slovakia, a.s.

Účet číslo: 1244780001 / 2700

Společnost je od 24.9.1991 zapsána v obchodním rejstříku u Městského soudu v Praze v oddíle C, vložka 3255

Agent of BTC Europe GmbH

BTC Chemical Distribution Unit

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[Subscribe our Expertise Plus Information](#) to get promptly informed about BTC's speciality chemicals

Follow us on [LinkedIn](#) and [Twitter](#)

## 7.0 E-Mail signature

---

### BTC agent Denmark

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +45 32 XXX XXX, Mobile: +45 XX XXX XXX, Fax: +45 32 XXX XXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF A/S, Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, Kalvebod Brygge 45, 2. sal., DK-1560 Copenhagen V



BASF A/S, Kalvebod Brygge 45, 2. sal., Postboks 4042, DK-1560 Copenhagen V, Denmark  
CVR-nr. 17412612

Agent of BTC Europe GmbH  
BTC Chemical Distribution Unit

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[Subscribe our Expertise Plus Information](#) to get promptly informed about BTC's speciality chemicals  
Follow us on [LinkedIn](#) and [Twitter](#)

### BTC agent Finland

**Firstname Name**

Position – BTC Chemical Distribution Unit

Mobile: +358 XXX XXX Fax: +358 9 61598-XXX E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF Oy, Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, E-EMD BTC\_NO - , 00180 Helsinki, Finland



BASF OY  
Tammasaarenkatu 3  
FI-00180 Helsinki  
Finland  
Telephone +358 9 615 981  
Fax +358 9 6159 8250  
Y-tunnus 0573126-7

Agent of BTC Europe GmbH  
BTC Chemical Distribution Unit

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Follow us on [LinkedIn](#) and [Twitter](#)

## 7.0 E-Mail signature

---

### BTC agent France

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +33 14964 XX XX, Fax: +33 14964 XX XX, Mobile: +XX XX XX.XX XX XX XX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF France S.A.S., Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, BTC\_FR - , 92593 Levallois-Perret Cedex, France



BASF France SAS  
Siège social : 49, avenue Georges Pompidou, 92593 Levallois-Perret Cedex, France  
Capital social : 94.335.981 €  
Immatriculation : SIREN 542 069 158 RCS Nanterre

Agent of BTC Europe GmbH  
BTC Chemical Distribution Unit

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[Subscribe our Expertise Plus Information](#) to get promptly informed about BTC's speciality chemicals  
Follow us on [LinkedIn](#) and [Twitter](#)

### BTC Europe GmbH

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +49 2173 XXXX-XXX, Mobile: +49 XXX XXXXXXX, Fax: +49 2173 XXXX-XXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BTC Europe GmbH, B - , 40789 Monheim am Rhein, Germany

**BTC Europe GmbH – A BASF Group Company**

Sitz der Gesellschaft / Registered Office: 40789 Monheim am Rhein  
Registergericht / Companies' Register: Amtsgericht Düsseldorf - HRB 69802  
Geschäftsführer / Managing Director: Dr. Marko Grozdanovic

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[Subscribe our Expertise Plus Information](#) to get promptly informed about BTC's speciality chemicals  
Follow us on [LinkedIn](#) and [Twitter](#)

## 7.0 E-Mail signature

---

### BTC agent Greece

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +30 210 68 60-XXX, Mobile: +30 XX XXX XXX, Fax: +30 210 68 60-XXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF Hellas S.A., Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, 2 Paradissou Str. & Kifissias Ave., 15125 Maroussi - Athens, Greece



BASF Hellas S.A., Registered Office: 2 Paradissou Str. & Kifissias Ave., 15125 Maroussi - Athens, Greece  
Company's Register: A.E. 2341/01AT/B/86/463(2008)

Agent of BTC Europe GmbH  
BTC Chemical Distribution Unit

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[Subscribe our Expertise Plus Information](#) to get promptly informed about BTC's speciality chemicals  
Follow us on [LinkedIn](#) and [Twitter](#)

### BTC agent Hungary

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +36 X XXXX-XXX, Mobile: +36 XXXXXXXXXX, Fax: +36 X XXXX-XXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF Hungaria Kft., Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, Váci út. 30. , 1132 Budapest, Hungary



BASF Hungária Kft.  
H-1132 Budapest, Váci út 30.  
Telefon +36 1 250-9700  
Telefax +36 1 250-4660  
Fővárosi Bíróság, Cégbíróság  
01-09-077596  
Adóazonosító szám:  
10579194-244  
EU adóazonosító  
HU 10579194  
Bankkapcsolatok  
Deutsche Bank Rt., 1054 Budapest, Hold u. 27.  
IBAN: HU95 1630 0000 0400 3380 9000 6407  
SWIFT (BIC): DEUTHU2B

Citibank Rt., 1051 Budapest, Szabadság tér 7.  
IBAN: HU40 1080 0007 9291 4018 0000 0000  
SWIF (BIC): CITIHUHX

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BTC Chemical Distribution Unit

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### BTC agent Ireland

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +353 XXX XXX XXX, Mobile: +353 XXX XXX XXX, Fax: +353 XXX XXX XXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF Ireland Ltd., Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, BTC\_IRELAND - , - Co. Cork, Ireland



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BASF Ireland Limited - A private limited company registered in Ireland under Company Number 42876  
Registered Office: Little Island, Co. Cork

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### BTC distributor Italy

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +39 0362 512-XXX, Mobile: +39 XXX XXXXXXXXX, Fax: +39 0362 512-XXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF Italia S.p.A., Distributor of BTC Europe, BTC Chemical Distribution Unit, BTC\_IT - C304 2, 20811 Cesano Maderno, Italy



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BASF Italia S.p.A.- Sede Legale: Via Marconato n. 8, 20811 Cesano Maderno (MB), Italia  
Capitale Sociale € 100.000.000, Registro Imprese: MB 00717180152

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### BTC agent Lithuania

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +370 5 2107-XXX Mobile: +370 XXX XXXXX Fax: +370 5 2107-XXX E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF UAB, Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, BTC\_NO - , 04343 Vilnius, Lithuania



BASF UAB  
SAUSIO 13-osios g. 4A  
LT-04343 Vilnius  
Lithuania  
Telephone +370 5 210 7450  
Fax +370 5 210 7455

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BTC Chemical Distribution Unit

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### BTC distributor Netherlands

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +31 513 619-XXX Mobile: +31 X XXX XXX Fax: +31 513 619-XXX E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF Nederland B.V., Distributor of BTC Europe, BTC Chemical Distribution Unit, Innovatielaan 1, 8447 SN Heerenveen, Netherlands



BASF Nederland  
Locatie Heerenveen Resins & Additives  
P.O. Box 390, 8440 AJ Heerenveen  
Innovatielaan 1, 8447 SN Heerenveen  
Phone: 31 513 619 619  
Fax: 31 513 619 600

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BTC Chemical Distribution Unit

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### BTC agent Poland

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +48 22 5709-XXX, Mobile: +48 XX XXX XXX, Fax: +48 22 5709-XXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF Polska Sp. z o.o., Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, Al. Jerozolimskie 154, 02-326 Warszawa, Poland



BASF Polska Sp. z o.o.  
Al. Jerozolimskie 154, 02-326 Warszawa, Polska  
Sąd rejonowy dla m. st. Warszawy, XII Wydział Gospodarczy Krajowego Rejestru Sądowego  
KRS 0000063691, NIP: 526-02-12-687  
Wysokość Kapitału Zakładowego 21313240 zł  
Zarząd: Andreas Gietl - Prezes

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### BTC distributor Portugal

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +351 24-XXXXXXX, Mobile: +351 XXXXXXXXX, Fax: +351 24-XXXXXXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF Portuguesa S.A., Distributor of BTC Europe, BTC Chemical Distribution Unit, BTC IB - 626, 4100-320 Porto, Portugal



BASF Portuguesa S.A.  
Registered Office: Rua 25 de Abril, n.º1 - 2.º Piso, 2685-368 Prior Velho, Portugal  
Companies' Register: 500710988 in Loures  
Managing Director: Gunther Sthamer  
Board of Directors: Hartwig Michels, Chairman, Dr. Erwin Rauhe, Guillermo Enrico Buttice

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### BTC distributor Romania

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +40 XXX XXX XXX, Mobile: +40 XXXXXXXXXX, Fax: +40 XXX XXX XXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF S.R.L., Distributor of BTC Europe, BTC Chemical Distribution Unit, SALES - -, 014254 Bucuresti, Romania



Floreasca Park, Sos. Pipera nr. 43, Building A,  
1st floor, 2nd district, ZipCode 014254  
Bucharest, Romania

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### BTC agent Serbia

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +381 XX XXXX-XXX, Mobile: +381 XX XXX XXX, Fax: +381 XX XXXX-XXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF Srbija d.o.o., Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, SALES IND - -, 11070 Beograd, Serbia



BASF Srbija d.o.o.  
Omladinskih brigada 90 b, 11070 Novi Beograd, Srbija  
Tel.: + 381 (0) 11 30 93 400, Fax.: + 381 (0) 11 30 93 401  
Sediste firme: 11070 Novi Beograd  
Registracija: Registar privrednih subjekata, Reg. broj BD 219940/2006 Beograd  
Banke: CREDIT AGRICOLE Banka 330-4011646-38(RSD) 330-0070100087438-52 (EUR), UNICREDIT BANKA A.D. Beograd 170-0000300813570-65 (RSD) 170-0000003008133-20 (EUR)  
PIB 101987180, Maticni broj 07522878

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### BTC agent Slovakia

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +421 X XX XXX-XXX, Mobile: +421 XXX XXXXXX, Fax: +421 X XX XXX-XXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF Slovensko spol s.r.o., Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, Digital Park, Einsteinova 23, 851 05 Bratislava, Slovakia



BASF Slovensko spol. s r. o., Einsteinova 23, 851 01 Bratislava, Slovakia

Telefón +421 2 58266 111, Fax +421 2 58266 166

IČO 31345603, IČ DPH SK2020297642

Bankové spojenie: UniCredit Bank Czech Republic and Slovakia, a.s., pobočka zahraničnej banky

Účet číslo: 1007757000/1111

Spoločnosť je od 30.3.1993 zapísaná v obchodnom registri na Okresnom súde Bratislava I. vložka 4634/B.

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### BTC distributor Spain

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +34 93 521-XXXX, Mobile: +34 XX XXX X XXX, Fax: +34 93 521-XXXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF Española S.L., Distributor of BTC Europe, BTC Chemical Distribution Unit, Can Ràbia, 3-5, 08017 Barcelona, España



BASF Española, S.L. - Can Ràbia 3 - 08017 Barcelona

N.I.F. B-08200388 - Inscrita en el R.M. de Barcelona, hoja B-85789

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### BTC agent Sweden

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +46 XXX XXX XXX, Mobile: +46 XXX XXX XXX, Fax: +46 XXX XXX XXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF AB, Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, BTC\_NO - , 402 33 Goeteborg, Sweden



BASF AB  
Haraldsgatan 5  
Box 7144  
402 33 Gothenburg  
Sweden  
Telephone +46 31 63 98 00  
Fax + 46 31 63 99 00

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### BTC agent Switzerland

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +41 61 63-XXXXX, Mobile: +41 XX XXX XX XX, Fax: +41 61 63-XXXXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF Schweiz AG, Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, BTC\_CH, K-25.4.10 CH-4002 Basel, Switzerland



BASF Schweiz AG  
Klybeckstrasse 141  
4057 Basel  
Switzerland

Agent of BTC Europe GmbH  
BTC Chemical Distribution Unit

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BTC agent UK

**Firstname Name**

Position – BTC Chemical Distribution Unit

Phone: +44 161 488-XXXX, Mobile: +44 XXXX XXX XXX, Fax: +44 161 488-XXXX, E-Mail: [firstname.name@btc-europe.com](mailto:firstname.name@btc-europe.com)

Postal Address: BASF plc, Agent of BTC Europe GmbH, BTC Chemical Distribution Unit, 1117 -, SK8 6QG Cheadle, United Kingdom



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Registered Office: Earl Road, Cheadle Hulme, Cheadle, Cheshire, SK8 6QG

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Brand in collaborations

8

## 8.1 Use of the BTC brand by external partners or in other collaborations

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Use of the BTC brand by external partners or in other collaborations is possible, but requires a prior concession agreement on the use of the BTC alliance pin.

Before agreeing a brand alliance, however, it is necessary to consider whether the proposed alliance will strengthen the BTC brand and whether the intended benefits outweigh the potential risks and costs. Consideration should also be given as to whether the proposed alliance will affect further business relationships with third parties. Where there is interest in a potential brand alliance, it should be referred to the Brand Manager. This person will examine and evaluate the alliance's intention and will reach a decision. The Brand Manager is responsible for the contractual management of the brand alliance.

In the event that alliance pin use is approved, it needs to be contractually regulated in accordance with BTC Europe's corporate design. Such regulation includes but is not limited to defining geographical scope, permitted media and the duration of pin use. It is also necessary to legally define who communicates and in what form. This is especially true in the case of a crisis communication: for example, in the event of supply shortages or a product defect.

In exceptional cases, with the explicit agreement of the Brand Manager and Managing Director, the requirement for a written agreement may be waived.



BTC alliance pin

## 8.2 Linking of the BTC website with third parties

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BTC Europe supports linking of the website [www.btc-europe.com](http://www.btc-europe.com) with partners, customers and interested parties. This does not require contractual arrangements. BTC Europe has provided suggestions for the linking procedure on the following website <http://www.btc-europe.com/en/DE/link-to-us/>

At the same time, BTC Europe provides useful links on its website to the websites of its business partners, customers, universities, institutes and associations: <http://www.btc-europe.com/en/DE/further-links/>

Reciprocal linking supports the visibility of both websites in search engines. Reciprocal linking is recommended for brand alliances.

## 8.3 Presentation of the BTC brand in brand alliances

---

In the case of brand alliances, the BTC brand is presented solely with its alliance pin. This applies to joint presentations with external partners or other collaborations. The BASF endorsement (BASF banderole) is not used.

The best possible representation of the BTC brand must be defined on an individual basis by the BTC Brand Manager.

See also the BASF Brand Web [https://brandweb.basf.com/portal/basf/de/dt.jsp?setCursor=1\\_566675](https://brandweb.basf.com/portal/basf/de/dt.jsp?setCursor=1_566675)



BTC alliance pin shown together with other partner logos.



## 8.4 Presentation of the BTC brand in communications issued jointly with a third party

Permitted brand contact points for presentations with third parties will be defined by the concession agreement. Examples may include trade shows and events as well as communication tools issued in cooperation with third parties, such as press releases, promotional materials, brochures, flyers and so on.

Use of the BTC brand by third parties is excluded for the following documents: business cards, material safety data sheets, certificates of analysis, product information, technical information, labels. The following applies to all media:

- Layout, colours, font selection, etc. must be selected in such a way that these features are perceived as independent from the corporate design of either partner...
- All partners in this brand alliance present their corporate brand as logo/pin or text. The relationship of the brands with each other is communicated by a text placed in the immediate vicinity of the logos/pins or textual representations of the brands.

See also the BASF Brand Web

[https://brandweb.basf.com/portal/basf/de/dt.jsp?setCursor=1\\_566675](https://brandweb.basf.com/portal/basf/de/dt.jsp?setCursor=1_566675)



Jointly issued press release

## 8.5 Use of the BTC brand together with BASF brands

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Joint presentations of the BTC brand (field 4) with BASF brands (fields 1-3) is not permitted. In this case, publication would always take place under the BASF umbrella brand.

See also the BASF Brand Web

[https://brandweb.basf.com/portal/basf/de/dt.jsp?setCursor=1\\_566639](https://brandweb.basf.com/portal/basf/de/dt.jsp?setCursor=1_566639)

## 8.6 Use of the BASF brand in cooperation with distributors

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If distribution agreements have been reached between BTC Europe and external distributors involving the distribution of BASF products, use of the BASF logo/pin in documents and promotional activities needs to be separately regulated in a paragraph of the contract. The BTC Brand Manager must be involved in the contractual management of the distribution agreement as regards this point.

Give aways

9

## 9. Give aways

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Generally all give aways and promotional gifts are using the basic BTC layout principle. Additionally further messages can be placed.



Example Snack



Example Bag



**BTC Europe GmbH**  
[www.btc-europe.com](http://www.btc-europe.com)