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BASF Innovation Campus

Shanghai

BASF Innovation Campus – Shanghai

In November 2012 BASF inaugurated its first Innovation Campus Asia Pacific and its new Greater China headquarters. The €55 million expansion of BASF's site in Pudong, Shanghai, where the new facilities are located, marks the company's most important innovation investment in the region to date.

Globally, at about 70 research and development centers, more than 10,000 BASF researchers in various disciplines are engaged in about 2,800 research projects around the world. The BASF central research and development organization is also integrated into an interdisciplinary and international network.

(01) Impressions – BASF Innovation Campus, Shanghai

12/20/2012; 06:40; A1/A2: Atmo; FullHD

BASF employs more than 800 people in research and development in Asia Pacific. Additionally, a strong analytics and material physics team will support the R&D activities. At the site, researchers will focus on advanced materials and sustainable solutions.

Examples include biobased polymers for home and personal care applications, tailor-made binders for waterproofing, thermally conductive plastics for energy-efficient lighting, and advanced polyurethane formulation for shoe components

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(02) Material Physics and Analytics Lab – BASF Innovation Campus, Shanghai

12/20/2012; 06:36; A1/A2: Atmo; FullHD

Lab members examine analytical data. Maintaining and delivering outstanding analytical performance is one of BASF's central missions and is the guarantor of the high quality of BASF products. The Material Physics and Analytics team provides strong support to the R&D activities on advanced materials and sustainable solutions.

The Innovation Campus will also help intensify development of local scientific and technical talent and to foster collaboration with universities and scientific institutes in Asia Pacific.

(03) Personal Care Material Development – BASF Innovation Campus, Shanghai

12/20/2012; 03:30; A1/A2: Atmo; FullHD

The Personal Care Development and Application Technology Lab strives to anticipate the demands of the personal care market and create innovative solutions for the sustainable

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development of the industry. The product range includes actives, effect pigments, emollients, hair colorants, polymers, surfactants and UV filters.

All concepts developed in the Personal Care Lab are tailored to market needs in Asia Pacific region. A lab technician, mixes ingredients in a beaker to prepare lip gloss at the Personal Care Development and Application Technology Lab.

(04) Skin sensitization test
Personal Care Material Development – BASF Innovation Campus, Shanghai

12/20/2012; 04:14; A1/A2: Atmo; FullHD

Members of the R&D team test the lotion product samples to evaluate the moisturizing effect on the skin. Sensory assessment is one performance evaluation for cosmetic products. It plays a key role in formulation development.

Also be inspected is the newly-made lipstick. The members will test its sensory assessment performance and adjust the formulation based on the results.

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(05) Polyurethanes Research Lab – BASF Innovation Campus, Shanghai

12/20/2012; 09:33; A1/A2: Atmo; FullHD

Polyurethane is a polymer made from reaction of diisocyanates (MDI and/or TDI) and polyols. Polyurethane is used in a wide variety of applications to create all manner of consumer and industrial products.

Two lab managers check the quality of viscoelastic polyurethane foam. The density of a foam product depends on the type and amount of blowing agent, and the flexibility or rigidity on the structure of polyols and isocyanates involved.

(06) Performance Polymers Research Lab – BASF Innovation Campus, Shanghai

12/20/2012; 05:14; A1/A2: Atmo; FullHD

The Performance Polymers Research Lab focuses on materials research for engineering plastics, including formulation and process development, as well as new chemical structure

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design and synthesis. Lab members prepare for a new research project.

BASF is one of the world's leading producers of high-quality plastics. Research teams across the globe are systematically developing the properties of plastics to open up diverse applications in automotive, electrical & electronics and packaging industries.

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