

# TV-Service – Seeing is believing

BASF in motion

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## Successful start in the new laboratory building of Analytical and Material Science in J534 in Ludwigshafen

In chemical research, analytics plays a key role. Analytics is an integral part of every chemical process. Regardless of what I am researching or producing later on, I must understand the composition of raw materials and products and detect possible impurities. Is the sample pure or are there traces of unwanted elements in it? Right from the beginning, even in the very first reaction, the question arises whether the desired product has been formed. Later on, byproducts need to be identified and impurities recognized. And now, we have faster and more comprehensive answers to these questions.

The new building provides our laboratory teams with the perfect spatial, technical, and economic conditions for our work - together with other analytics teams from the business areas, element analysis is now housed under one roof.

Footage material

**For further information:**

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## (01) Digital transformation of the laboratory: Modern analytics in Ludwigshafen

(16'38 / ATMO / Footage)



In chemical research, analytics plays a key role. It helps us understand the composition of raw materials and products and detect impurities. With fast and comprehensive answers, we support our customers. Our new building provides ideal conditions for our work and enables close collaboration with internal partners. Thanks to smart logistics, we deliver timely and comprehensive analysis results. In the field of element analysis, we have everything under one roof - an extensive portfolio, short distances, and an experienced team.

**Discover our pivotal role in chemical research: understanding composition, quantifying down to trace levels, and rapid identification of impurities. Our ideal working environment and smart logistics provide the opportunity for high sample throughput with the highest quality, delivering analysis results as quickly as possible.**

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