China: New BASF plant for Metal-Complex Dyestuffs

23.11.2000 - BASF today inaugurated a new plant for the production of metal complex dyestuffs at BASF Colorants and Chemicals Co. Ltd., Pudong, Shanghai. The Chinese world-scale plant will supply the global market. The Pudong facility is the most important production site for the BASF Colorants Division in Asia supplying non-textile dyestuffs, pigments for printing inks, and leather and textile chemicals.

In his inauguration speech, Dr. Walter Gramlich, President of the global BASF Colorants Division, said: "The new metal complex dyestuff plant is part of the strategic development of our worldwide non-textile dyestuff business. Asia is the biggest market for our Neozapon® dyestuff ranges where we also expect the highest growth rates. About 20 percent of our future turnover in specialty dyes will be based on the production of BASF Colorants and Chemicals Co. Ltd. in China". Dr. Gramlich also singled out the on-time start up of the production and the support by local authorities: "The authorities in Shanghai supported us a lot and helped Pudong to become a perfect BASF site".

Due to the high brilliance, light fastness, transparency and good solubility in organic solvents, Neozapon dyestuffs have a wide range of applications. Printing inks get a metallic effect by printing on aluminum foil for wrapping paper or covers for wine and beer bottles. It is also used for printing on plastics when high transparency is required. Neozapon dyestuffs can also be seen in the coatings application for wood staining, bike lacquers and lacquer for wood - especially for the Chinese lacquer furniture and Chinese lacquer arts. Other application fields are ballpoint inks, waterproof overhead-pens, ink jet inks like applied for example on Coca-Cola cans and to dyeing of fibers.

Dr. Udo Rheude, General Manager of the BASF Colorants and Chemicals site in Pudong, emphasizes the good reputation of Neozapon dyestuffs' quality standards: "Our plant will match the high BASF level of quality. Approximately 90 percent of our products are for export to other Asian countries, to Europe and the Americas. BASF has one more focus for the new metal complex dyestuff plant: we meet local and international environmental standards."

BASF is a return-focused global company generating long-term growth and profitability. Besides dyestuffs/pigments, textile and leather chemicals and printing systems the company's product range includes high-value chemicals, plastics, dispersions, automobile and industrial coatings, crop protection products, pharmaceuticals, fine chemicals, crude oil and natural gas. BASF's approach to integration, known in German as "Verbund," is one of the company's particular strengths and provides a unique competitive advantage. With sales in 1999 of Eur 29.5 billion (about $ 29.5 billion) and a workforce of 105,000 employees, BASF is one of the world's top chemical companies.