



We create chemistry

BASF Home Care and I&I Europe

Sustainable Solution Steering® –
Accelerator Example Collection



We create chemistry for a sustainable future

The world is changing at a rapid pace – more and more urgently than ever, solutions are needed for a more sustainable future. Chemistry plays a key role here. In almost all areas of life, it can help overcome pressing global challenges with innovative products and technologies – from climate change and using resources more sparingly to feeding the world's population. This belief is expressed in our corporate purpose and is what motivates us day in and day out: We create chemistry for a sustainable future.

From megatrends to products that contribute to sustainability needs



Agriculture



Health &
Nutrition



Energy &
Resources



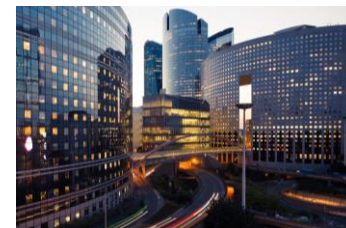
Consumer
Goods



Transportation



Electrical &
Electronics



Construction &
Housing

Chemistry as enabler to meet current and future needs

The world by 2050

~10 billion people

70% of the world population
will live in cities

35% more primary
energy consumption

30% more food needed

Our systematic Sustainable Solution Steering approach

Tool for steering our product portfolio based on sustainability performance

Step 1

Analysis of **sustainability needs** and trends in the value chains



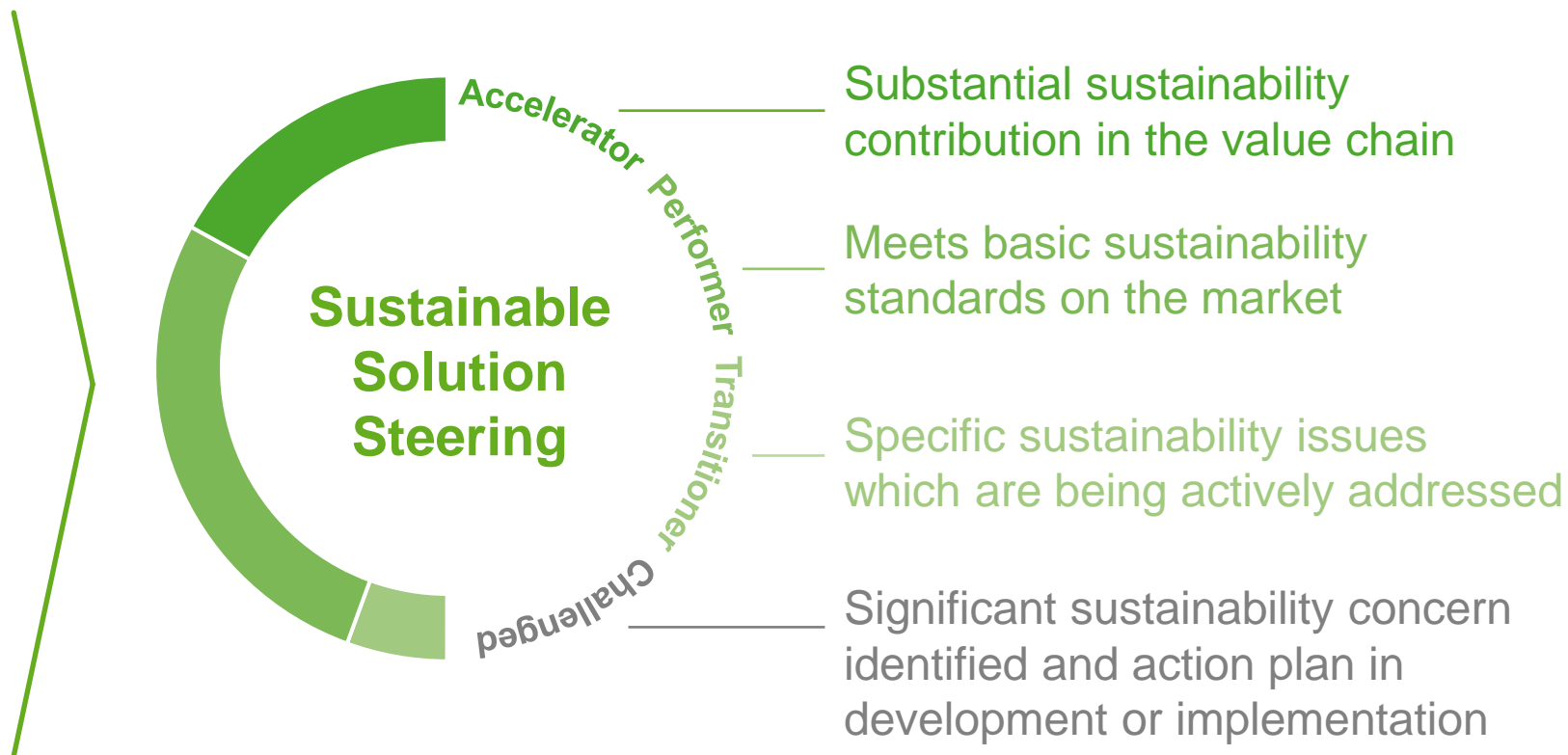
Step 2

Check product sustainability performance in the market application



Step 3

Development of action plans for strategies, R&D, and market approach



Sustainable Solution Steering

Our sustainability understanding reflects three dimensions of sustainability

Economy



Environment



Society



BASF's sustainability criteria



Cost savings downstream



Biodiversity & renewables



Climate change & energy



Emission reduction



Resource efficiency



Water



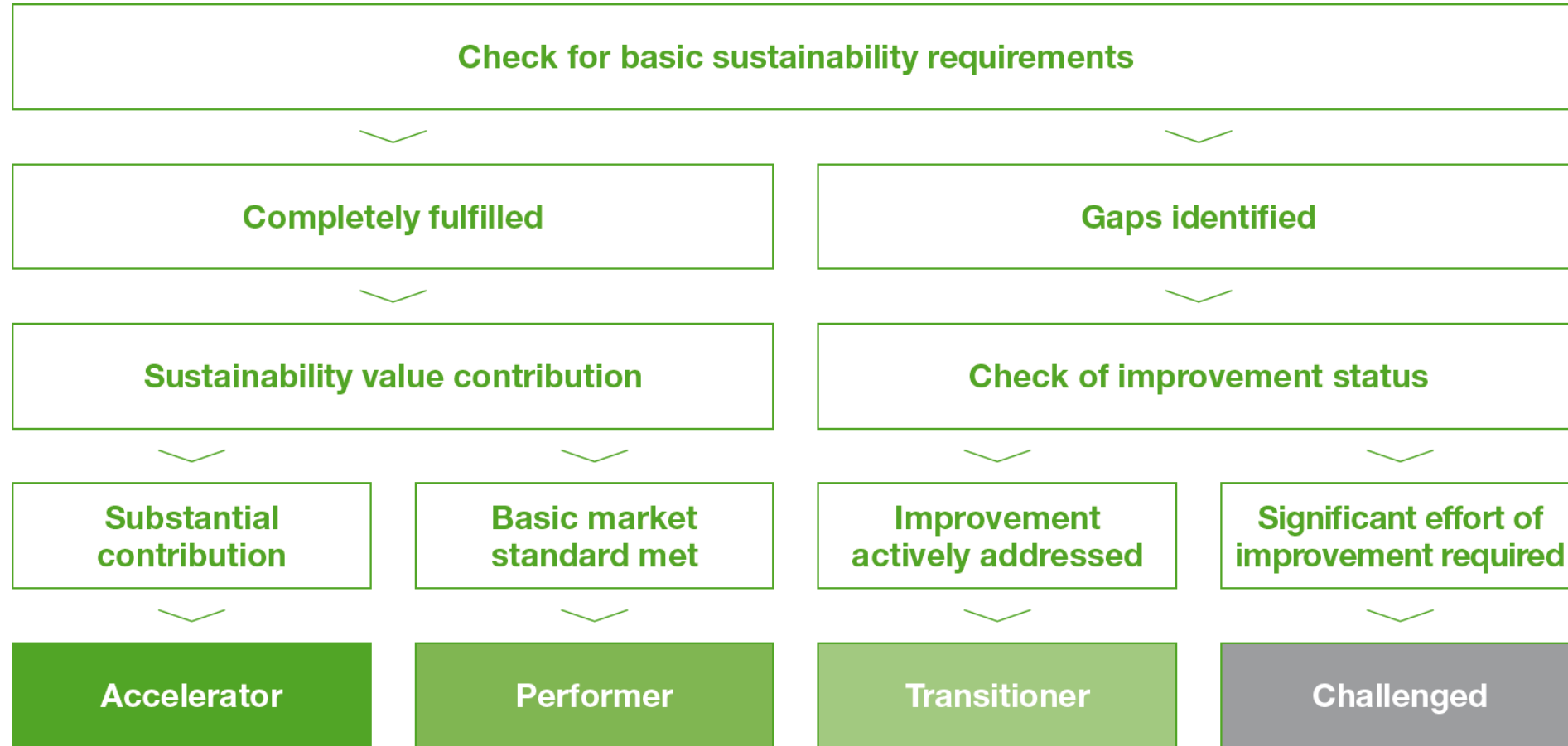
Health and safety



Hunger and poverty

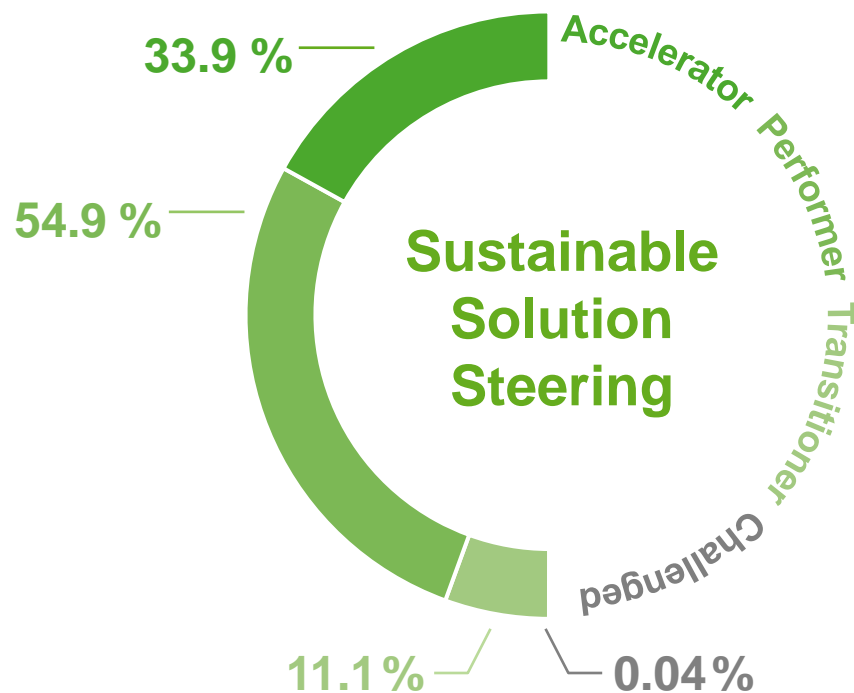
Sustainable Solution Steering

Segmentation methodology



Sustainable Solution Steering

€22 billion in Accelerator sales already achieved in 2021



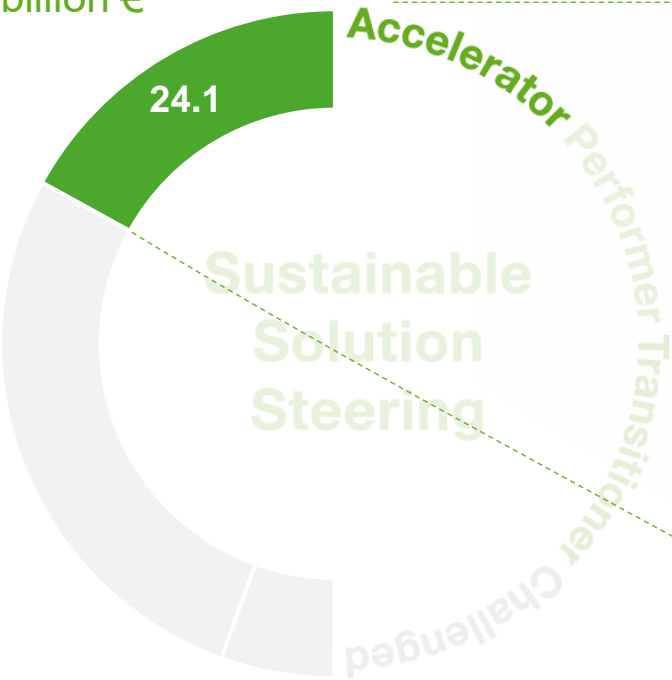
- More than 56,000 product applications analyzed by 2021¹ (€71 billion in sales, 98.7% of relevant portfolio)
- 16,000 solutions for enhanced quality of life
- Goal: €22 billion of Sales with Accelerator products by 2025 already met in 2021 (2020: €16.7 billion)
- Stronger integration in R&D pipeline, business strategies and mergers and acquisition projects
- We will phase out all Challenged products within five years of initial classification as such at the latest

Target: Increase Accelerator share and phase out “challenged products” maximum 5 years after identification

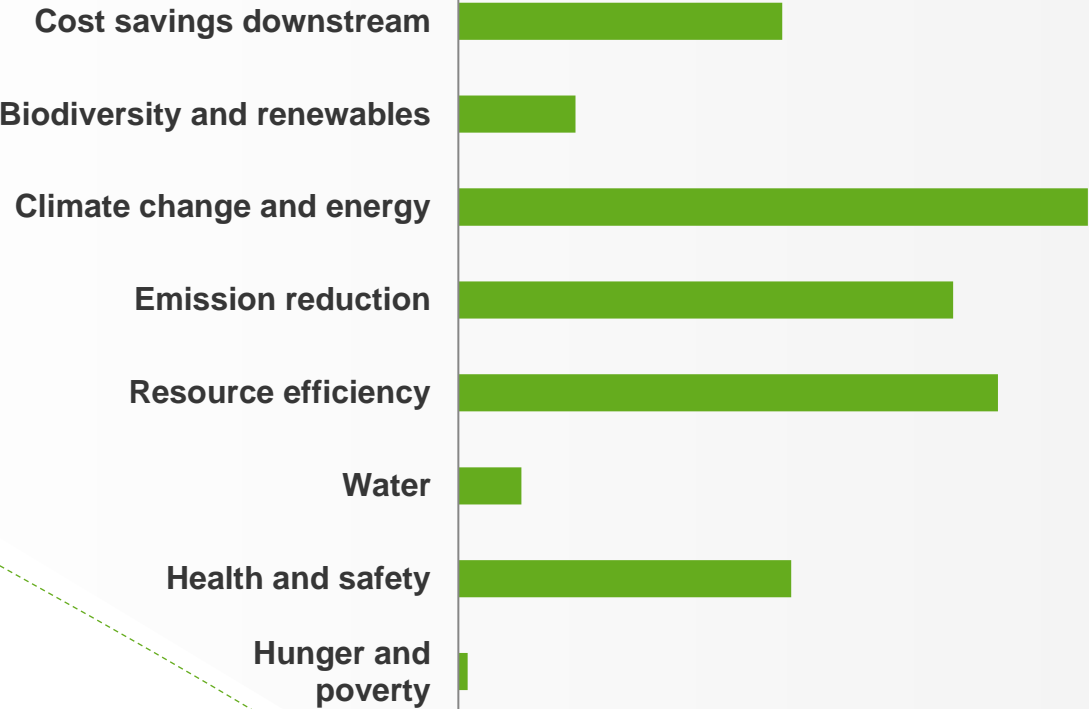
Sustainable Solution Steering

Accelerators contribute to the UN Sustainable Development Goals

Absolute sales 2021
billion €



Sales shares of contributing
Accelerators (%)



(including double nominations)

Primarily
addressed SDGs



Accelerators

Trilon® M types / Trilon® Ultimate types

Product information

Application	Chelating agent mainly for Automatic Dishwashing Detergents
Customer industry	Home Care
Market	Global

Differentiation potential

Customer	<ul style="list-style-type: none">▪ Strong alternative to Citrate, Phosphonate, GLDA▪ Material protection claims: Prevention of scale formation, Ultimate 2 G w/ glass protection▪ Sustainable positioning
Consumer	<ul style="list-style-type: none">▪ Combines superior cleaning performance with sustainability

Sustainability performance

- Readily biodegradable strong chelating agents
- Meet requirements of EU Ecolabel, Blue Angel (except Ultimate types) and Nordic Swan
- Good eco-tox profile compared to other strong chelating agents
- Phosphate alternative in automatic dish wash
- Eco-efficiency analysis available
- Bio-grades available:
 - ✓ Trilon® M Max BioBased with a measurable bio-content of up to 43%
 - ✓ Trilon® M Max EcoBalanced, 100% bio-certified via mass balance and with reduced Product Carbon Footprint



The technically best builder system for modern and sustainable dish wash formulations

Accelerators

Trilon® M types in I&I

Product information

Application	Various I&I applications, f.e. as scale inhibitor or for water hardness control
Customer industry	Industrial & Institutional Cleaning
Market	Global

Differentiation potential

Customer	<ul style="list-style-type: none">▪ Alternative to STPP, NTA, GLDA, TSC...▪ Enables solid format (significant contribution to save energy, cost, packaging, space)▪ Sustainable positioning
Consumer	<ul style="list-style-type: none">▪ Excellent performance and material protection

Sustainability performance

- High performance as strong chelating agents
 - Readily biodegradable
 - Meet requirements of EU Ecolabel, Blue Angel and Nordic Swan
 - Good eco-tox profile compared to other strong chelating agent
 - Ultimate types with glass protection
- Bio-grades available:
 - ✓ Trilon® M Max BioBased with a measurable bio-content of up to 43%
 - ✓ Trilon® M Max EcoBalanced, 100% bio-certified via mass balance and with reduced Product Carbon Footprint



Phosphate free and biodegradable chelating agents that enable solid formats in I&I

Accelerator Polyquart® S Granules

Product information

Application	Performance Booster for Automatic Dishwashing Detergents
Customer industry	Home Care
Market	Global

Differentiation potential

Customer	<ul style="list-style-type: none">Supports state-of-the-art sustainable All-in-1 productsImproved build-up performanceSupports rinse efficiency (reduced filming & spotting)Easy-to-use for tablets
Consumer	<ul style="list-style-type: none">Sustainable ADW detergentsPerfect shine

Sustainability performance

- Excellent eco-tox profile acc. to EU CLP
- Starch based
- Majority bio-based*
- Readily biodegradable
- Meets requirements of EU Ecolabel and Blue Angel



Boosting performance and sustainability profile of modern ADW tablets

Accelerator

Polyquart® Ecoclean

Product information

Application	Surface Care Ingredient in Hard Surface Cleaners
Customer industry	Home Care and I&I
Market	Global

Differentiation potential

Customer	<ul style="list-style-type: none">Combines sustainability with performanceSupports modern claims like “easy-to-clean again”, “streak-free” or “quick drying”
Consumer	<ul style="list-style-type: none">Enables sustainable cleanersMakes cleaning more convenient and saves time

Sustainability performance

- Excellent eco-tox profile acc. to EU CLP
- Aerobic and anaerobic biodegradable
- Amphoteric modified starch
- Majority bio-based*
- Meets requirements of EU Ecolabel and Blue Angel



Bio-based Performance Booster for sustainable HSC formulations

Accelerators

Dehypon® types

Product information

Application	Rinse surfactants in Automatic Dishwashing Detergents
Customer industry	Home Care
Market	Global
Products	Dehypon® E 126, E 127, WET, GRA, and Shine

Differentiation potential

Customer	<ul style="list-style-type: none">▪ E 126, E 127, WET, and Shine: Reduced spotting claims▪ GRA: Spotting performance booster; PEG alternative / tableting aid▪ Shine: Reduced use level at equal performance
Consumer	<ul style="list-style-type: none">▪ Improved plastic drying and great shine on glass▪ Energy savings

Sustainability performance

- Meet requirements of EU Ecolabel, Blue Angel and Nordic Swan
- Enable energy savings due to improved rinse performance
- Readily biodegradable



Multi-functional ingredients for sustainable ADW tablets

Accelerators

Sokalan® HP 56 types

Product information

Application	Dye Transfer Inhibitors in Laundry detergents
Customer industry	Home Care and I&I
Market	Global

Differentiation potential

Customer	▪ Color Care claim, “no sort” claim
Consumer	▪ Convenience: “no sort” as light and dark colored textiles can be washed together ▪ Prolonging the lifetime of textiles

Sustainability performance

- Prevent discoloration caused by fugitive direct and reactive dyes
- Prolong the lifetime of textiles
- Meet requirements of EU Ecolabel, Blue Angel and Nordic Swan
- Easy to formulate also in super concentrated detergents (liquid mono doses)
- Sokalan® HP 56 A EcoBalanced up to 100% bio-certified via mass balance and with reduced Product Carbon Footprint



Ingredients that support consumer needs for color care in laundry detergents

Accelerators

Plurafac® SLF 180 and Plurafac® LF 802

Product information

Application	Rinse Aids in Food Service & Kitchen Hygiene
Customer industry	Industrial & Institutional Cleaning
Market	Global

Differentiation potential

Customer	<ul style="list-style-type: none">▪ Enables outstanding rinse aid performance▪ Positioning as sustainable rinse aid that helps to save water, energy, and/or time
Consumer	<ul style="list-style-type: none">▪ Less foam problems▪ Less water and energy usage

Sustainability performance

- High performance in rinse aid
- Meet requirements of EU Ecolabel, Blue Angel and Nordic Swan
- Readily biodegradable
- Defoam the common food degradation products which helps to save water and energy
- Outstanding plastic drying performance saves energy and time
- Plurafac® LF 802 is optionally available with RSPO certification



Enable outstanding rinse aids for good plastic drying

Accelerator Lutropur[®] MSA

Product information

Application	Organic acid for Hard Surface Cleaners and CIP
Customer industry	Home Care and I&I
Market	Global

Differentiation potential

Customer	<ul style="list-style-type: none">▪ Easy-to-handle and non-oxidizing▪ Sustainable, high performing acid
Consumer	<ul style="list-style-type: none">▪ Faster scale removal▪ Material protection (low corrosiveness)▪ Odorless

Sustainability performance

<ul style="list-style-type: none">▪ Strong and odorless organic acid for CIP, bathroom and toilet cleaners▪ Readily biodegradable▪ Meets requirements of EU Ecolabel, Blue Angel and Nordic Swan	<ul style="list-style-type: none">▪ Eco-efficiency analysis available▪ More efficient and safer production process than competition (e.g., no co-product, air oxidation instead of chlorine oxidation)▪ Excellent cleaning and descaling properties
--	---



Sustainable choice for strong acidic hard surface cleaners

Accelerators

Glucopon® types

Product information

Application	Hard Surface Cleaners, Hand Dishwashing Detergents, Laundry Detergents
Customer industry	Home Care and I&I
Market	Global

Differentiation potential

Customer	<ul style="list-style-type: none">Support formulations based on renewable resourcesEnable good foaming propertiesMaterial protection (mild and safe for surfaces)
Consumer	<ul style="list-style-type: none">Perfect shineSensitive skin solution for laundry (dermatologically tested)

Sustainability performance

- Up to 100% renewable based
- Readily biodegradable
- Meet requirements of EU Ecolabel and Blue Angel (except 425 N/HH)
- Most types optionally available with RSPO certification
- Cleaning performance boost



Balanced surfactants that combine efficiency with an excellent eco-tox profile

Accelerators

Lutensol® TO types

Product information

Application	Various I&I applications, Hand Dishwashing Detergents
Customer industry	Home Care and I&I
Market	Global
Products	Lutensol® TO 3, TO 5, TO 7, TO 8, and TO 89

Differentiation potential

Customer	<ul style="list-style-type: none">▪ Excellent cleaning performance▪ Allow for efficient production processes▪ Safe defoamers
Consumer	<ul style="list-style-type: none">▪ Efficient cleaners▪ No CLP label – no health risk

Sustainability performance

- Meet requirements of EU Ecolabel, Blue Angel and Nordic Swan
- Readily biodegradable
- Excellent and fast wetting allows for efficient cleaning and reduces water usage
- Low gel phase avoids heating during production and saves both time and energy
- Strong cleaning performance and degreasing properties

Safe defoamers that enhance performance while optimizing the production process



Accelerator Plantatex® LLE

Product information

Application	Laundry and Hand Dishwashing Detergents
Customer industry	Home Care and I&I
Market	Global

Differentiation potential

Customer	<ul style="list-style-type: none">▪ Supports formulations based on renewable resources▪ Enables sensitive skin claim
Consumer	<ul style="list-style-type: none">▪ Suitable for sensitive skin



Sustainability performance

- Wholly bio-based surfactant
- Readily biodegradable
- Meets requirements of EU Ecolabel, Blue Angel and Ecocert
- Optionally available with RSPO certification



A plant-derived lipid layer enhancer for laundry and hand dishwashing detergents

Accelerators

Dehydol® LT 7 types

Product information

Application	Laundry Detergents
Customer industry	Home Care and I&I
Market	Global
Products	Dehydol® LT 7 and Dehydol® LT 7/MB

Differentiation potential

Customer	▪ Claim removal of even the toughest soils and stains
Consumer	▪ Sustainable detergents ▪ Perfectly clean laundry

Sustainability performance

- Minority bio-based surfactants
- Readily biodegradable
- Meet requirements of EU Ecolabel, Blue Angel, Nordic Swan and Ecocert
- Dehydol® LT 7/MB is RSPO certified

A highly efficient surfactant with very good compatibility in concentrated detergents



Accelerator

Sokalan® HP 20

Product information

Application	Performance Booster in Laundry and Hand Dishwashing Detergents
Customer industry	Home Care and I&I
Market	Global

Differentiation potential

Customer	<ul style="list-style-type: none">▪ Boosts performance in surfactant optimized formulations▪ Enables anti-graying claim▪ Improves cleaning and foam stability in HDW formulations▪ Compatible w/ liquid formulas
Consumer	<ul style="list-style-type: none">▪ Excellent primary cleaning▪ Prolonged lifetime of textiles▪ Convenience & energy savings

Sustainability performance

- Meets requirements of EU Ecolabel, Blue Angel and Nordic Swan
- No CLP label
- Enables low temperature washing
- Enhances removal of bleachable and particulate stains and therefore prolongs lifetime of textiles
- Supports sustainable convenience claims, e.g. “compaction”, “energy-saving”, “easy-to-use”
- High compatibility in liquid detergents that enables compact mono-doses / concentrates
- Sokalan® HP 20 EcoBalanced up to 100% bio-certified via mass balance and with reduced Product Carbon Footprint



Unique and universal multi-benefit Performance Booster for liquid detergents

Accelerator Sokalan® HP 96

Product information

Application	Performance Booster in Laundry Detergents
Customer industry	Home Care and I&I
Market	Global

Differentiation potential

Customer	<ul style="list-style-type: none">Supports anti-graying, stain removal and low temperature washing claimsDelivers superior performanceEasy to formulate into liquid concentrates
Consumer	<ul style="list-style-type: none">Good primary cleaning and anti-graying prolongs life of textilesEnergy savings

Sustainability performance

- Meets requirements of EU Ecolabel and Blue Angel
- No CLP label
- High performance at low temperature
- With Sokalan® HP 96 surfactant content can be reduced
- Prevents graying caused by particulate stains
- Boosts stain removal of particulate stains (e.g., clay, mud)



Unique and universal multi-benefit Performance Booster for Laundry Detergents

Accelerator

Sokalan® SR 400 A

Product information

Application	Performance Booster in Laundry Detergents
Customer industry	Home Care
Market	EMEA, APAC

Differentiation potential

Customer	<ul style="list-style-type: none">▪ Enables low temperature washing claim▪ Innovative performance booster for laundry formulations
Consumer	<ul style="list-style-type: none">▪ Prolonged lifetime of textiles▪ Energy savings

Sustainability performance

- Enables high cleaning performance at low washing temperatures
- Protects textiles and lets clothes last longer
- Excellent action against oily and fatty stains



Strong Performance Booster to combat oily and fatty stains in Laundry Detergents

Accelerators

Tinopal® CBS Types

Product information

Application	Laundry Detergents
Customer industry	Home Care and I&I
Market	Global
Products	Tinopal® CBS-X, Tinopal® CBS SP Slurry 33

Differentiation potential

Customer	<ul style="list-style-type: none">▪ Enable whitening and low temperature washing claims▪ Support differentiation from low performing competitors
Consumer	<ul style="list-style-type: none">▪ Brilliant whiteness keeps clothes looking new for longer▪ Energy savings through low temperature washing

Sustainability performance

- Meet requirements of EU Ecolabel and Blue Angel
- Brilliant white effects on cellulosic fabrics, especially at low-to-medium washing temperatures
- Prolong lifetime of textiles
- Easy to formulate in all detergent types; especially suitable for modern detergents such as high- and ultra-high concentrates

Unique Optical Brighteners for laundry detergents



Accelerators

Lavergy® Pro 106 types

Product information		Differentiation potential	
Application	Laundry and Hand Dishwashing Detergents	Customer	<ul style="list-style-type: none">▪ Biological and renewable alternatives▪ High compatibility in liquid formulations▪ Enable formula compaction and optimization
Customer industry	Home Care and I&I	Consumer	<ul style="list-style-type: none">▪ Sustainable high performance▪ Energy savings (low temp.)
Market	Global		

Sustainability performance

- Readily biodegradable liquid protease enzymes
- Enable energy savings with lower wash temperatures
- Enhance washing efficiency and water savings
- Enable concentrated formulations, therefore reduce CO₂
- Meet requirements of EU Ecolabel and Blue Angel
- No preservation added
- Support soaking process and direct application for removal of persistent stains in manual dish washing



Renewable ingredients for the removal of tough stains in sustainable laundry and hand dish formulations

Accelerator

Lavergy® Pro 114 LS

Product information

Application	Laundry and Hand Dishwashing Detergents
Customer industry	Home Care and I&I
Market	Global

Differentiation potential

Customer	<ul style="list-style-type: none">▪ Biological and renewable alternative▪ High compatibility in liquid formulations▪ Enables formula compaction and optimization
Consumer	<ul style="list-style-type: none">▪ Textiles looking new for longer▪ Energy savings (low temp.)

Sustainability performance

<ul style="list-style-type: none">▪ Readily biodegradable liquid protease enzyme▪ Enables energy savings with lower wash temperatures▪ Enhances washing efficiency and water savings▪ Enables concentrated formulations, therefore reduces CO₂	<ul style="list-style-type: none">▪ Efficient non-boron stabilizing technology▪ Meets requirements of EU Ecolabel, Blue Angel and Nordic Swan▪ No preservation added▪ Supports soaking process and direct application for removal of persistent stains in manual dish washing
--	--

Renewable non-boron stabilized ingredient for the removal of tough stains in sustainable laundry and hand dish formulations



Accelerator

Lavergy® C Bright 100 L

Product information

Application	Laundry Detergents
Customer industry	Home Care and I&I
Market	Global

Differentiation potential

Customer	<ul style="list-style-type: none">▪ High compatibility in liquid formulations▪ Enables anti-graying claims▪ Biological and renewable alternative
Consumer	<ul style="list-style-type: none">▪ Anti-graying keeps textiles looking new for longer▪ Energy savings (low temp.)

Sustainability performance

<ul style="list-style-type: none">▪ Readily biodegradable liquid cellulase with high compatibility in liquid detergents▪ Delivers strong anti-graying performance at low temperatures on cotton▪ Enables energy savings with lower wash temperatures	<ul style="list-style-type: none">▪ Enhances washing efficiency and water savings▪ Majority bio-based*▪ Meets EU Ecolabel criteria▪ Textiles look new for longer
--	---



Anti-graying Cellulase that enables cleaner results at lower temperatures

Accelerator

Our RSPO-certified surfactants portfolio

Product information		Differentiation potential	
Application	Palm-based surfactants for various Home Care and I&I applications	Customer	<ul style="list-style-type: none">Enable sustainable sourcing claims and qualify for “RSPO Mixed”-Product certificationReduced CO₂ footprintSupport customers’ own path to sustainable development
Customer industry	Home Care and I&I	Consumer	<ul style="list-style-type: none">Contribution to the sustainable cultivation of palm (kernel) oil
Market	EMEA		
Products	see next slide		

Sustainability performance	
<ul style="list-style-type: none">In 2021, we significantly expanded our RSPO portfolio by achieving our commitment of procuring all palm oils through RSPO (Roundtable on Sustainable Palm Oil)-certified sources by 2020By 2025, the intention is to extend this commitment also to significant Palm (kernel) oil intermediatesRSPO-certified production of palm (kernel) oil shows around 36% lower carbon footprint than the non-certified productionRSPO certified ingredients support 7 of the 17 UNSDGs	



RSPO certified products meet major sustainability trends and needs

Accelerator

Your choice: Surfactants available with RSPO certification

Nonionic Surfactants

Alcohol Ethoxylates

Dehydol® LS 6
Dehydol® LT 6
Dehydol® LT 7/MB
Dehydol® 100
Lutensol® A 7 N/MB
Lutensol® AT 25 E
Lutensol® AT 25 FL.
Lutensol® AT 25 PWD.
Lutensol® AT 50 PWD.
Lutensol® AT 80 E
Lutensol® AT 80 PWD.
Lutensol® M 5/MB
Lutensol® M 7

Alkyl Polyglucosides

Glucopon® 215 UP
Glucopon® 225 DK
Glucopon® 425 N/HH
Glucopon® 600 CSUP
Glucopon® 650 EC
Plantatex® LLE

Amine Ethoxylates

Demelan® VPC

Foam Suppressors

Dehypon® OCP 502

Low-foaming Nonionic Surfactants

Dehypon® 2574
Dehypon® LS 24
Dehypon® LS 36
Dehypon® LS 45
Dehypon® LS 54
Plurafac® LF 500
Plurafac® LF 802
Plurafac® LF 1300
Dehypon® KE 3447

Emulsifiers and Solubilizers

Dehydol® 04 DEO
Emulan® AT 9
Lutensol® PO 5

Special Surfactants

Dehydol® 980
Disponil® AFX 4030

Anionic Surfactants

Fatty Alcohol Ethersulfates

Texapon® N 70/MB
Texapon® NSO UP/MB

Fatty Alcohol Sulfates

Texapon® LS 30/MB

Others

Blends

Dehypound® GL
Dehypound® LLD 60
Dehypound® SK 7

Wax Dispersion

Plantatex® HCC

Amine Oxides

Dehyton® PL
Dehyton® P CAW

Cocoamidopropyl betaine

Dehyton® PK 45/MB

NOW
more than
150

...for more information, please contact your account manager!



We create chemistry

Disclaimer

This document, or any answers or information provided herein by BASF, does not constitute a legally binding obligation of BASF. While the descriptions, designs, data and information contained herein are presented in good faith and believed to be accurate, they are provided for your guidance only. Because many factors may affect processing or application/use, we recommend that you make tests to determine the suitability of a product for your particular purpose prior to use. It does not relieve our customers of the obligation to perform a full inspection of the products upon delivery or any other obligation. The claims and supporting data provided in this publication have not been evaluated for compliance with any jurisdiction's regulatory requirements and the results reported may not be generally true under other conditions or in other matrices. Users must evaluate what claims and information are appropriate and comply with a jurisdiction's regulatory requirements. NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, ARE MADE REGARDING PRODUCTS DESCRIBED OR DESIGNS, DATA OR INFORMATION SET FORTH, OR THAT THE PRODUCTS, DESIGNS, DATA, OR INFORMATION MAY BE USED WITHOUT INFRINGING THE INTELLECTUAL PROPERTY RIGHTS OF OTHERS. IN NO CASE SHALL THE DESCRIPTIONS, INFORMATION, DATA, OR DESIGNS PROVIDED BE CONSIDERED A PART OF OUR TERMS AND CONDITIONS OF SALE.