It’s time we talk about the elephant in the room.

BASF has developed an innovative latex-based water-based polymer for an alternative to traditional polyurethanes.
- It provides improved durability in a typical finish
- Has a low CO2 footprint

BASF wants to reduce greenhouse gas emissions by 2030; a key initiative is the production of eco-friendly alternatives.

*Emissions are reported as CO2 equivalent emissions.

Source: BASF 2018 ESG Report