

Accelerator HySorb® permeable products

Process information

Application: Superabsorbent polymers for disposable diapers, feminine hygiene and incontinence products

Customer Industry: Hygiene Industry

Market: Global

Sustainability performance

- Highly effective for liquid distribution and absorption, thus replacing bulkier traditional materials such as fluff pulp in diapers.
- Keep babies skin dry, provides comfort, improving quality of life for families
- Using less material for thinner diapers saves energy and resources, and reduces the volume of waste heading to landfill or incinerators.

→ High performance superabsorbent replacing fluff pulp in diapers



Baby Care



Adult Inco



Feminine Care

Differentiation potential

Customer:

- Light weight diapers have an improved eco-efficiency
- Major flexibility for diaper core design

Consumer:

- Modern diapers offers benefits in terms of dryness, comfort, weight and waste reduction

Accelerator

Hysorb® Biomass Balanced

Process information

Application: Superabsorbent polymers for disposable diapers, feminine hygiene and incontinence products

Customer Industry: Hygiene Industry

Market: Global

Sustainability performance

- BASF's biomass balance approach drives the replacement of fossil with renewable resources in the value chain of this or other BASF products
- Renewable feedstock with sustainability certificate is used at the beginning of the production chain and then allocated to this biomass balanced product*, based on third-party standard by TÜV Süd
- LCA results (3rd party reviewed BASF assessment): saves fossil resources and reduces carbon footprint compared to non biomass balanced HySorb®
- High performance superabsorbent: drop-in solution

→ High performance superabsorbent driving the use of biomass



Baby Care



Adult Inco



Feminine Care

Differentiation potential

- Renewable feedstock
- Climate change
- Additional resource efficiency through preferred use of waste vegetable oil & fat, organic waste biogas
- Added value proposition, for consideration by customers in developing their claims

Accelerator

Hysorb® Advanced Odor Control

Process information

Application: Superabsorbent polymers for disposable diapers, feminine hygiene and incontinence products

Customer Industry: Hygiene Industry

Market: Global

Sustainability performance

- High performance superabsorbent improving quality of life (e.g. keeps skin dry)
 - Odor solution ensuring dignity and comfort of people with incontinence
 - Enabling active seniors to participate in social life and though contributing to social responsibility
 - Reduction of carbon footprint & waste possible due to fewer diaper changes
- High performance superabsorbent with odor control functionality



Adult Inco

Differentiation potential

Customer:

- Differentiation through claims

Consumer:

- Comfort
- Quality of life
- Discreetness

Accelerator SAVIVA®

Process information

Application: Superabsorbent polymers for disposable diapers, feminine hygiene and incontinence products

Customer Industry: Hygiene Industry

Market: Global

Sustainability performance

- Thinner diapers and improved haptic with increased comfort for end user
- Through high capacity and efficiency significant raw material savings (SAP and Fluff reduction)
- Increased dosing accuracy for waste reduction
- Benefits in terms of logistic like transportation and storage
- Reduction of diaper's carbon footprint

→ New generation of high efficient superabsorbent polymers



Baby Care



Adult Inco



Feminine Care

Differentiation potential

Customer:

- Innovation of diaper design and efficiency
- Excellent processability
- Logistic benefits

Consumer:

- Thinner diapers with increased comfort and haptic