

# Press Release



## **BASF presents new, closed transfer system for crop protection products at the Agritechnica**

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- **BASF unveils new ezi-connect™ transfer system**
- **Closed system provides more protection for both operator and environment**
- **New system meets farmers' needs for easy and safe handling of crop protection products**

Limburgerhof, Germany – November 7, 2013 – At this year's Agritechnica, BASF's unit Crop Protection will present ezi-connect™, its new transfer system for crop protection products. With the novel technology, products can be moved from the container directly into the sprayer tank in a closed system, providing the operator and the environment an easier and safer way to handle the operation. Agritechnica, the International Exhibition for Agricultural Machinery and Equipment, takes place in Hannover on November 12-16, 2013.

“With this product, we are meeting farmers' expectations and needs for a modern transfer system. Extensive farmer research has showed us that above all growers want an easy handling of crop protection, which means no spillage, no contact with the products as well as accurate dosing,” said Robert Huber, responsible for the European Packaging Development unit in BASF Crop Protection. We have listened to what farmers have told us and turned these findings into solutions”.

The secret of ezi-connect™ is the coupler being directly connected to the screw cap, ensuring a closed system throughout the operation.

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The system also complies with the IS 63 Industry Standard and fits to all standard containers.

BASF plans to launch ezi-connect™ starting in Europe in the 2015-2016 season. “With the introduction, BASF will convert the screw caps of its 1-litre, 5-litre and 10-litre containers into the new system. Although it is the grower’s decision to use this system in their operations, we are confident that the benefits of ezi-connect™ will be recognized and adopted. It is one more option to ensure a sustainable farm management,” explained Dr. Juan Sasturain, Senior Manager, Global Sustainability and Product Responsibility, BASF Crop Protection.

BASF’s portfolio ranges from crop protection products to solutions for resource and stress management as well as services for risk management and farm operations. BASF will present its range of services at the Agritechnica. At the fair, interested visitors will be able to see the practical application of the ezi-connect™ transfer system.

BASF booth: Hall 17, D-44

You can find more information on the Internet at:

<http://www.agro.basf.com/agr/AP-Internet/en/content/sustainability/stewardship/commitment/index>

<http://www.agritechnica.com/aussteller-verzeichnis.html?&L=0>

#### **About BASF’s Crop Protection division**

With sales of around €4.7 billion in 2012, BASF’s Crop Protection division provides innovative solutions in crop protection, turf and ornamental plants, pest control and public health. Its portfolio also includes technologies for seed treatment and biological control as well as solutions to manage water, nutrients and plant stress. BASF’s Crop Protection division is a leading innovator that supports growers to optimize agricultural production, improve their business efficiency and enhance the quality of life for a growing world population. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or follow us on our [social media channels](#).

#### **About BASF**

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of €72.1 billion in 2012 and more than 110,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).