



Admixture Systems Europe



Adding Value to Concrete

Competences

Continuous innovation is key to the success of BASF Admixture Systems Europe. Our competences in targeted research and development (R&D) give us the competitive edge in generating powerful solutions through product development. Our objective is clear: to engineer materials to match the needs of the end-user. From the molecular level to the finished admixture, enhancing the performance of concrete for our customers is at the heart of whatever we do.



Within a market-segment oriented structure, BASF Admixture Systems Europe draws on the professionalism of a worldwide R&D network with access to the newest research results of BASF - the world's largest chemical company. R&D is not an isolated process, and our approach is outward facing. We integrate the expertise of external specialists and universities with group internal research and divisional resources to support innovative product development.

BASF Admixture Systems Europe's R&D philosophy is based on a virtuous circle, where polymer synthesis research forms the basis for demand-driven development, pushed forward by market forces. The interaction of these three elements is geared towards the ultimate goal of extending the lifespan of buildings through product technology.

Our market experience and competence in R&D enables us to look at your individual requirements and tailor-made solutions specifically with your market in mind. International experience and know-how means that we can generate local solutions based on global best practices.

By monitoring emerging trends and technologies our development strategy reflects the need to engineer for the future. This future-oriented technology platform supports our core competence – marketing innovation to the concrete industry.

