

PRESS RELEASE

PRESSEINFORMATION

Ludwigshafen, October 4th 2011

Official launch of Styrolution joint venture

New leading styrenics supplier starts operations

On October 1st, 2011 Styrolution officially started operating as an independent company, following the approval of the relevant antitrust authorities. The new company is a 50:50 joint venture between BASF and INEOS, comprising the key styrenics activities of the two partners. Styrolution is the world's leading styrenics supplier.

Styrolution is the only one of the key players dedicated entirely to styrenics, and a strong leader in the market. It holds global number one positions in styrene monomer (SM), polystyrene (PS), styrene-butadiene block copolymers (SBC), other styrene-based copolymers (SAN, AMSAN, ASA, MABS) and copolymer blends, and a number two position in acrylonitrile butadiene styrene (ABS).

Giving customers a competitive edge in their markets

Says Styrolution's CEO Roberto Gualdoni: "Using different business models to serve the different needs of the commodity and specialty styrenics markets, we are determined to give our customers a competitive edge. Our highly professional and passionate team around the world works diligently to deliver the best and most efficient solutions to drive the success of our customers – with fast and reliable supply, the highest product quality and consistency, constant innovation, and a professional service. This is in our corporate DNA and is reflected in our company name, which is a combination of the words 'styrenics' and 'solution'. Our objective as a company is to be and remain a strong leader in our markets globally, and we are excellently positioned for profitable growth and long-term success."



Global presence and industry-benchmark manufacturing sites

With its global and regional headquarters in Frankfurt, Germany and regional headquarters in Channahon (USA) and Singapore, Styrolution has a global market presence, which allows it to always be close to its customers and to serve their needs in the best possible way. The company employs around 3,400 people, and its 17 manufacturing sites across ten countries represent industry benchmarks and are among the most efficient in the world. With best-in-class production technology, leading R&D skills and strong IP and patents positions, Styrolution is perfectly equipped to ensure top quality, efficiency and innovation.

ABOUT STYROLUTION

Styrolution is the leading global styrenics supplier with a focus on styrene monomer, polystyrene, copolymers, and ABS. As a joint venture of BASF and INEOS, Styrolution combines the key styrenics assets of two of the biggest chemical companies in the world – with more than 70 years of experience, complementary competencies and portfolios. Styrolution strives to serve the success of its customers by offering them the best possible solution, designed to give them a competitive edge in their markets. The company provides styrenics applications for many everyday products across a broad range of industries, including automotive, electrical/electronics, building and construction, household appliances, toys/sports/leisure, packaging, healthcare and diagnostics. In 2010, pro forma combined sales were at 6.4 billion euros, resulting in an EBITDA before exceptionals of 407 million euros. Styrolution employs about 3,400 people at 17 sites in ten countries.

Further information on Styrolution is available at www.styrolution.com

IMAGES



Styrolution logo

