



We create chemistry

# BASF Electrocoats

Give your business the edge

*SHOW US  
YOUR METAL*



# Leadership

## BASF We create chemistry

BASF is the world's largest chemical company, with customers in more than 200 countries, production in 80 countries and more than 113,000 employees. The breadth of our product portfolio ranges from performance products like coatings to basic chemicals, plastics, agricultural and nutrition products, and oil and gas.

With expertise in cutting-edge products as well as international legal and environmental issues, BASF can respond proactively, keeping our customers' processes operating as seamlessly as possible. BASF is a diverse and innovative global company that has "verbund" as a core philosophy. Loosely translated from German, "verbund" means, "total integration" and extends to all aspects of our business, from integrated manufacturing processes to customer partnerships.

We draw on extensive technical, R&D, and production resources, which allows our

customers to gain the benefits of world-class products and programs.

But size alone does not make us the leader. Rather, it is our commitment to helping our customers be successful that makes BASF stand apart.

### Going beyond product

BASF offers intelligent solutions based on innovative products and tailor-made services. And our service extends beyond the product to ongoing support. We accompany you down the road to success with comprehensive customer satisfaction programs, training, eco-awareness initiatives, cycle-time reduction and much more.

With all that, it's no wonder that BASF has reaped industry honors:

- "America's Most Admired Chemical Company," Fortune Magazine



- Member of the Dow Jones Sustainability Index for the 14th consecutive year
- Presidential Green Chemistry Award, U.S. Environmental Protection Agency
- "Global100," Innovest

# Innovation

## Performance, Passion, Success

### "At BASF, we create chemistry"

We offer electrocoats for corrosion protection and uniform surface smoothness, primers for chip resistance and appearance enhancement, basecoats for rich final color, and clearcoats for brilliance and long-lasting durability.

Our electrocoat product line is anchored by the CathoGuard® line, which delivers ideal corrosion protection. We offer a history of innovation that spans more than 30 years:

- BASF electrocoat leadership reaches back over three decades and includes the introduction of the revolutionary CathoGuard 100 line in the 1980s
- Since 2000, BASF has launched more than 50 new electrocoat tanks



- We introduced North America's first lead-free commercial vehicle electrocoat in 1995
- BASF-supplied electrocoat tanks in North America were the first to be completely lead-free
- Today, our electrocoats are approved for a full range of applications

No matter where we commit ourselves, we have the highest possible standards. This helps our customers reach the top more quickly and stay there longer.

Read on to discover how BASF electrocoats can help your company reach its goals.

*Team spirit is what gives the real edge.*

# Portfolio

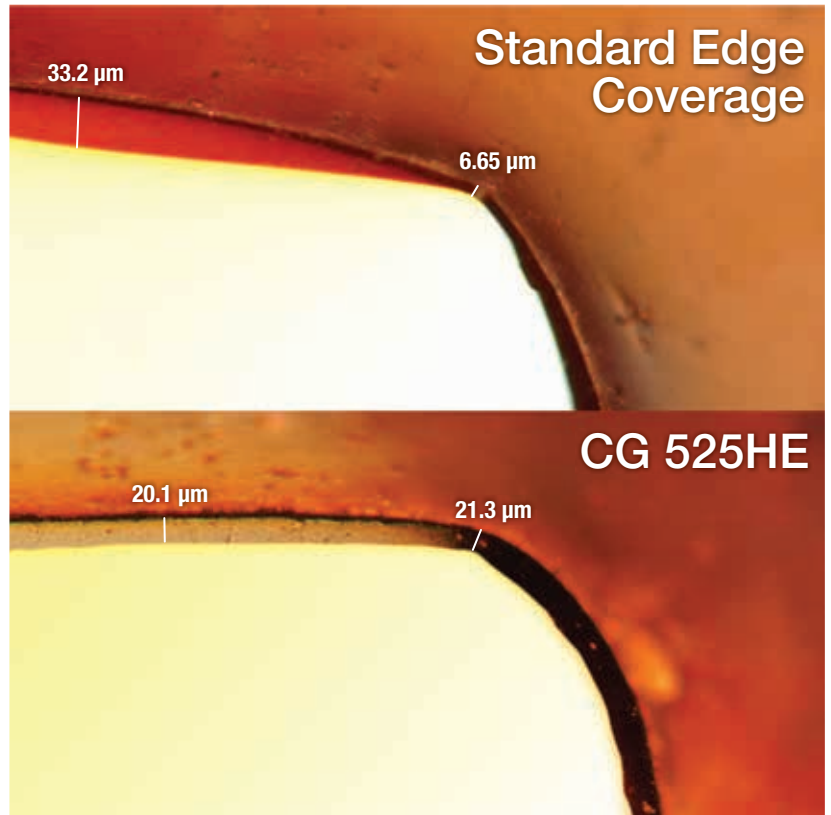
## Show Us Your Metal!

BASF electrocoats reflect our 30+ years of leadership in electrodeposition coatings.

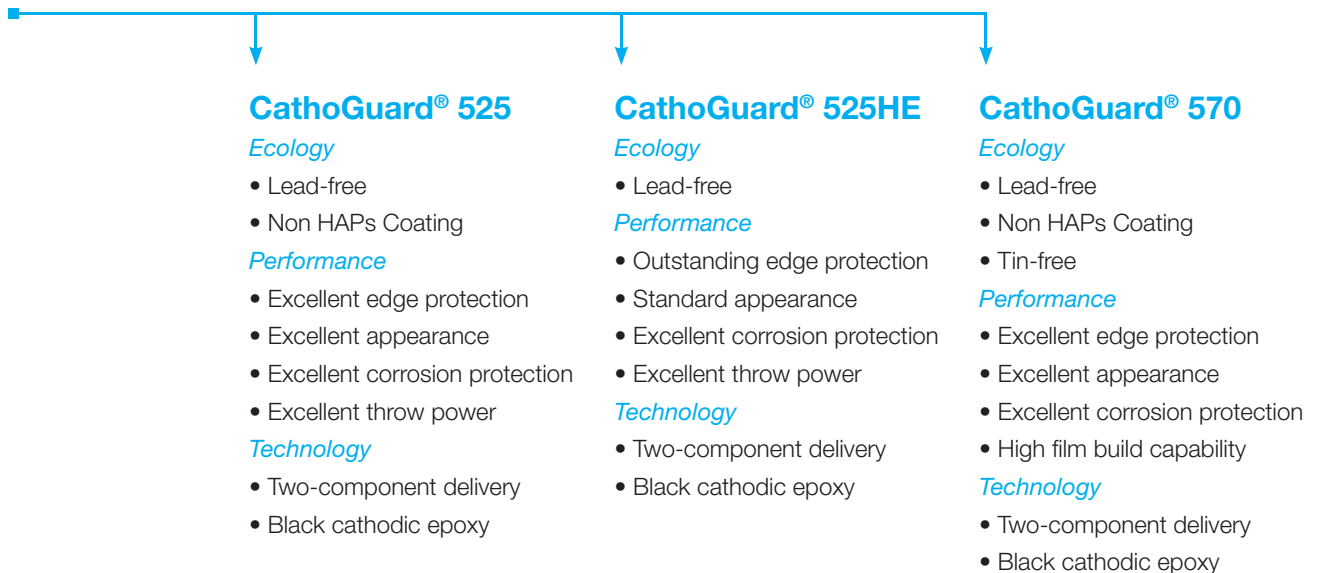
Since the 1970s we have been technology pioneers in high-performance electrocoats. The strength of our global reach and resources allows BASF to offer considerable economies of scale, as well as single-source efficiency.

### CathoGuard® 500 Series

For the first time, the innovative CathoGuard 500 line brings together a series of previously incompatible properties - outstanding edge protection, excellent throw power and optimal flow. CathoGuard 525, 525HE and 570 provide three high-performance options that offer improved corrosion resistance, greater environmental protection and greater economy. Not only do they achieve excellent coating results on flat surfaces, but also on critical areas such as extremely sharp edges.



*CG 525HE achieves outstanding edge protection compared to the standard electrocoat*



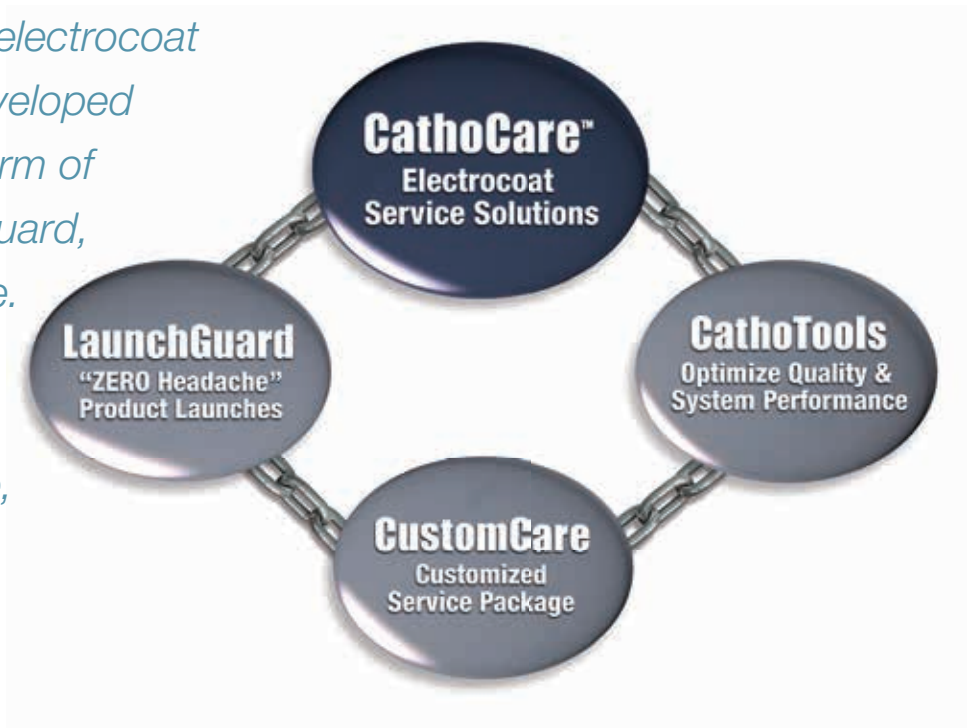
# CathoCare

## Electrocoat Service Solutions

*At BASF, we're focused on state-of-the-art solutions that help our customers be more productive and successful.*

*To enhance our high-quality electrocoat technical services, we've developed the CathoCare service platform of value-added tools: LaunchGuard, CathoTools and CustomCare.*

*They're designed to help you be more efficient and optimize overall performance, from start to finish*



# LaunchGuard

## “Zero Headaches”



LaunchGuard is a standardized process used by BASF Electrocoat Technical Service experts to ensure a smooth, easy transition in your facility. This “Zero headaches” approach provides customers with the tools and service to maintain optimal electrocoat performance and quality throughout the launch and conversion process. They include:

**Engineering Survey** – provides a detailed system evaluation that includes design review and recommendations, as well as process and operations recommendations. It also identifies cost-saving strategies and opportunities for improved quality.

**Pre-Launch/Conversion Testing** – covers a range of testing, from lab overfeed and compatibility testing to line trials and PPAP testing.

**Launch/Conversion Planning** – aids the launch/conversion process with detailed timelines, waste disposal coordination, and step-by-step instructions for system clean and fill.

**Launch/Conversion Support and System Dial-in** – provides the on-site support and technical expertise necessary to optimize operating parameters.

*LaunchGuard is a standardized process to ensure a smooth, easy transition in support of our “Zero headache” approach.*

# CathoTools

## Improved Efficiency

To further improve efficiencies and performance, BASF offers a variety of helpful CathoTools. They incorporate global best practices, product data and virtual solutions to better manage your business.

**Process Control Spreadsheets** – provide customized data collection, automated SPC charts and material consumption control.

**Customer Process Books** – cover material information, testing requirements and operating guidelines.

**Computer-based Virtual Reaction Plans** – provide solutions to potential problems with a click of a button.

**BASF Global Best Practices** – provide a host of innovative solutions.

**Product Data Sheets** – put product information at your fingertips.

**BASF Design Manual** – offers custom system design solutions to help optimize the performance of your electrocoat line.

**BASF Test Methods** – proven and effective global quality tools ensure consistent system performance.

**E-coat Tank Adjustment Calculator** – provides a convenient online tool to obtain paint feed recommendations.

**Specialty Products** – from lab equipment and cleaners to solvents and acids, we offer a complete line of products specially designed to complement BASF undercoats.



# CustomCare

## Tailored to your Needs

For maximum customer satisfaction, BASF utilizes CustomCare, a unique blend of standard and optional custom services. From quality testing and process evaluation to on-site support, we can tailor a variety of services to help give your business the edge.

**Standard Services** – include electrocoat testing to ensure proper performance, customized lab and service reports, and on-site field service. BASF engineers visit each facility and issue customized reports highlighting potential problems, recommended solutions and areas for improvement.



**Custom Services (provided upon request)** – include analytical testing, process evaluation and continuing education through CathoCollege. For hard-to-solve problems, we also provide on-site troubleshooting and engineering support.

For more information on the full range of CathoCare Electrocoat Service Solutions, contact a BASF representative or visit [www.basf.com/ecoat](http://www.basf.com/ecoat).

*We can tailor a variety of services to help give **your business the edge.***

# Throwpower

## Uniform Film Build Distribution

*We create chemistry*

### Throwpower

Historically, throwpower is defined as the ability to apply adequate E-Coat film thickness to interior and recessed surfaces. These hard to reach areas must meet stringent customer specifications in order to provide corrosion protection.

When coating racks of dense parts, hollow tubing or tightly creased areas, current coaters waste money by overbuilding exterior surfaces in order to achieve the minimum interior requirement -- at times doubling the specified film build.

Through its unique chemistry, Cathoguard 525's functional design will provide superior throwpower resulting in film distribution uniformity and improved efficiency.

### Film Distribution Uniformity:

By using Cathoguard 525, our customers maximize the interior coverage (0.6mils) while minimizing the exterior film thickness (0.8 mils), resulting in a significant reduction in paint usage (up to 30 %).

### Improved Efficiency:

By using Cathoguard 525, our customers gain production flexibility by processing more parts. Increased production is gained through increased rack density. More parts per rack results in more parts per minute, which in turn results in additional capacity realization. This capacity may be leveraged for new business.

Converting to Cathoguard 525 will save you time and money:

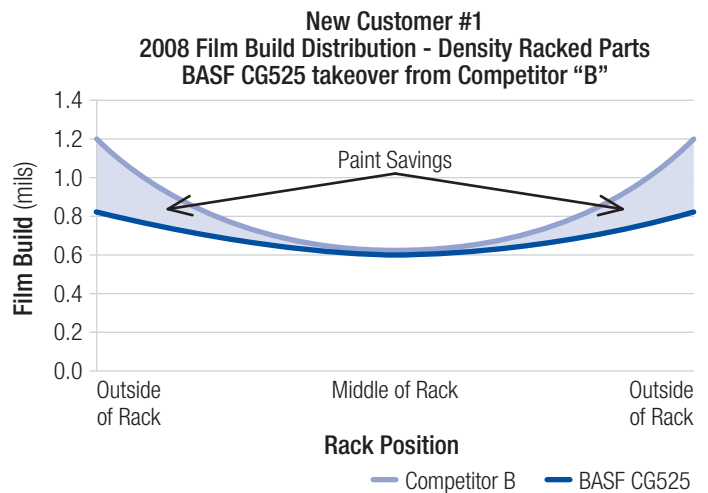
- Improved throughput
- Increased parts per rack
- Reduced paint consumption
- Maintain consistent film build
- Decreased oven operation time
- Energy savings

Cathoguard 525 leads the industry in throwpower and film distribution.

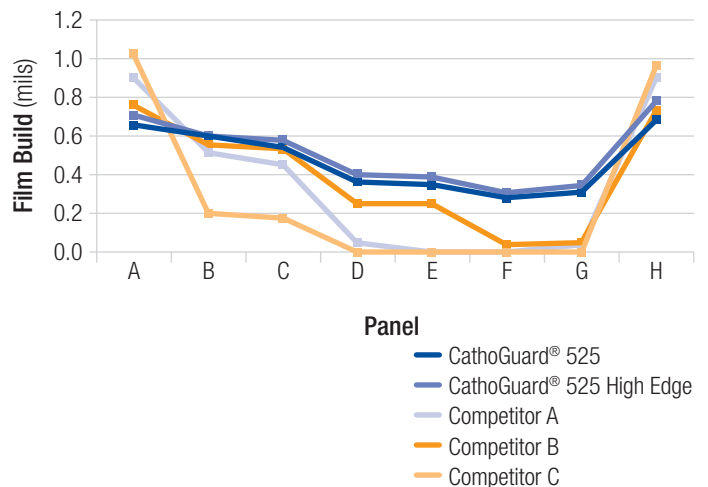
### Nagoya Box



### Customer Savings



### Throwpower Results



# CathoCalc

## Cost Analysis Tool

*In today's challenging environment, companies need an edge to succeed- CathoCalc can help*

**BASF is committed to helping customers succeed by providing more than just excellent e-coat products. We also offer tools to help our customers get the most out of their system when utilizing our products. Whether you are a captive shop or a custom coater, understanding the factors that drive down costs are the keys to maximizing process efficiency and profitability.**

**BASF's CathoCalc is a comprehensive software program that can help you:**

- **model process and facility costs vs. profitability**
- **identify process bottlenecks to maximize efficiency**
- **model the impact of process or equipment changes to your E-coat system.**

***CathoCalc*** helps streamline business operations, improve throughput, improve profitability and gain a solid competitive edge in the industry. It takes into consideration all your production variables, process parameters, fixed and variable costs, and the price per part. It is then summarized into easy-to-read graphs and charts.

NEED  
IMAGE

***Partners in Business -we become a resource for you!***

For additional information or to locate a BASF representative near you,  
call **1-800-347-2273**.

## See what your peers are saying about BASF electrocoats.

“CathoGuard® meets our strictest customer specs. And just as important to us is that the people at BASF are responsive and interested in our business.”

— *John Brnjac, Vice President*  
*Dynacraft, Inc.*  
*St. Louis, MO*

“The conversion to CathoGuard 500 was seamless. A plan for conversion as well as recommendations to modify the system to improve overall coating efficiencies was developed and implemented for a quick and easy conversion.”

— *Roy Bamford*  
*JCB Industries*  
*Pooler, GA*



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