

Global

BASF South East Asia Pte. Ltd.
Global Marketing Textile Chemicals
Singapore
Phone: +65 6430 9838
Fax: +65 6430 9834
e-mail: putting-future-into-textiles@basf.com

Asia

BASF (China) Company Limited
Textile Chemicals East Asia
Shanghai – China
Phone: +86 21 3865 5058/ 2307/ 5050
Fax: +86 21 3865 5024
e-mail: info.textile-chemicals-eastasia@basf.com

BASF India Ltd.
Textile Chemicals India
Thane - India
Phone: +91 22 67917400
Fax: +91 22 67917230
e-mail: texcom-in@basf.com

BASF Pakistan (Private) Ltd.
Textile Chemicals Pakistan
Karachi - Pakistan
Phone: +92 21 111 550 550
Fax: +92 21 452 4314
e-mail: putting-future-into-textiles@basf.com

BASF Bangladesh Limited
Textile Chemicals Bangladesh
Dhaka – Bangladesh
Phone: +880 2 934 8374 / 8375 / 8376
Fax: +880 2 8313599
e-mail: putting-future-into-textiles@basf.com

PT BASF Indonesia
Textile Chemicals ASEAN
Jakarta – Indonesia
Phone: +62 21 526 2481
Fax: +62 21 526 254
e-mail: putting-future-into-textiles@basf.com

Europe

BASF SE
Textile Chemicals Europe
Ludwigshafen - Germany
Phone: +49 621 60 49214
Fax: +49 621 60 93806
e-mail: info.textile-chemicals@basf.com

Eastern Europe, Africa, West Asia

BASF Türk Kimya San. Ve Tic. Ltd. Sti.
Textile Chemicals Turkey, Eastern Europe, Africa, West Asia
Istanbul – Turkey
Phone: +90 212 334 3490
Fax: +90 212 334 3459
e-mail: textile-tr@basf.com

Americas

BASF Corporation
Textile Chemicals Americas
Charlotte – USA
Phone: +1 800 545 4931
Fax: +1 704 394 8336
e-mail: putting-future-into-textiles@basf.com

BASF S.A.
Textile Chemicals Americas
São Paulo – Brazil
Phone: +55 11 3043 3085
Fax: +55 11 3043 3232
e-mail: putting-future-into-textiles@basf.com

Internet: www.basf.com/textile



Consumer Safety
Resource Saving
Climate Protection



EVXT 02/09
April 2009
® = Registered trademark of BASF Group

The Softer Way to Resource Saving

The Helizarin® ECOSOFT Printing System -
Putting *FUTURE into Textiles.

 **BASF**

The Chemical Company

Note: The data contained in this publication are based on our current knowledge and experience. In view of the many factors that may affect processing and application of our product, these data do not relieve processors from carrying out their own investigations and tests; neither do these data imply any guarantee of certain properties, nor the suitability of the product for a specific purpose. Any descriptions drawings, photographs, data, proportions, weights, etc. given herein may change without prior information and do not constitute the agreed contractual quality of the product. It is the responsibility of the recipient of our products to ensure that any proprietary rights and existing laws and legislation are observed. Responsibility for compliance with the requirements of the downstream textile market rests with the textile processor.

Soft & ECO-friendly

The Softer Way to Resource Saving

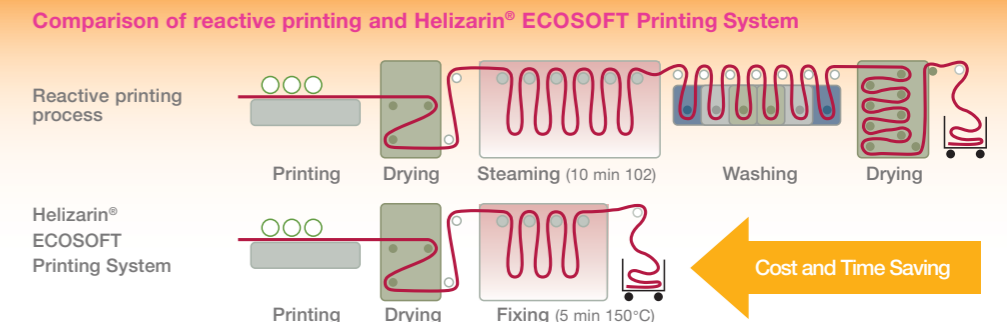
ECOSOFT

The Softer Way to Resource Saving

Inspired by the environment and our sense of touch, the Helizarin® ECOSOFT Printing System is unlike any other. Gentle on your skin and bringing shades of brilliance to textile. Indulge in the softness and inviting feel that ECOSOFT gives, while knowing that you are caring for the environment. An eco-efficient solution backed by results from BASF's Eco-efficient Analysis, ECOSOFT contributes to resource saving and climate protection. It reduces the total cost and ecological impact on the environment over the whole print cycle.

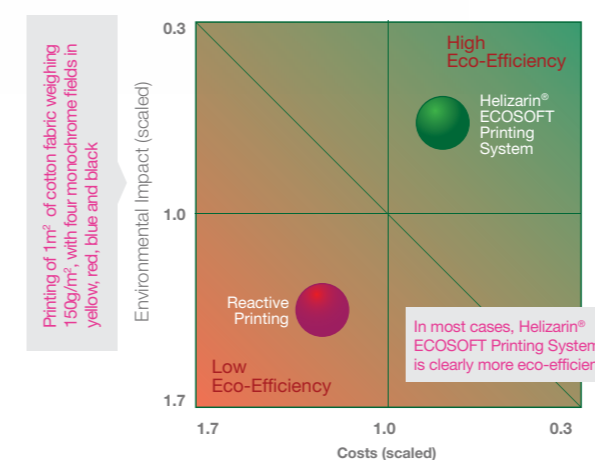
- Softer Touch**
 Delightfully soft to handle, prints with ECOSOFT provide a comfortable and pleasant feel for your everyday comfort.
- Vivid Colors**
 Vibrant with deeper depth of shades, ECOSOFT gives you brilliant colored prints while keeping a softer handle.
- Excellent Fastness**
 Steadfast prints with enhanced fastness are signature of ECOSOFT. Extend the life of your textile articles without having to be concerned about multiple washes or frequent exposure to sunlight.
- Resource Saving**
 Eco-efficient solution adding both economical and ecological values. Final washing, the extensive and energy-intensive step in printing is no longer necessary with ECOSOFT. As a result, it significantly reduces the consumption of water and energy thus contributing to resource saving and climate protection.

The Helizarin® ECOSOFT Printing System is more eco-efficient compared to reactive printing, as the extensive and energy-intensive final washing of the print is no longer necessary. As a result, it significantly reduces the consumption of water and energy used.

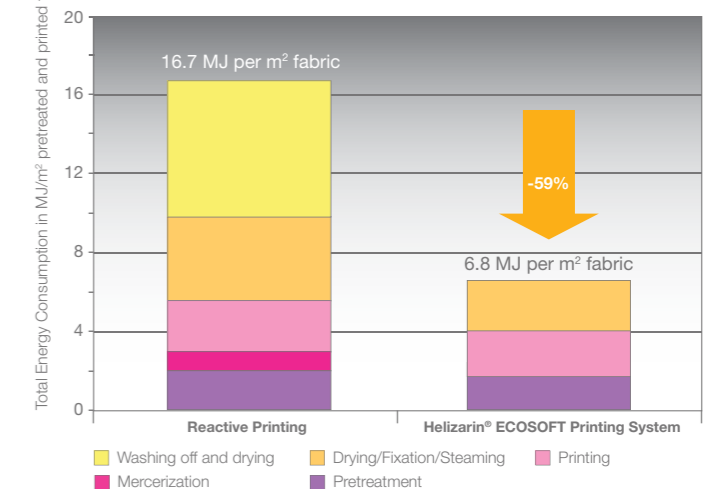


By shortening the printing process, ECOSOFT can contribute to resource saving and climate protection.

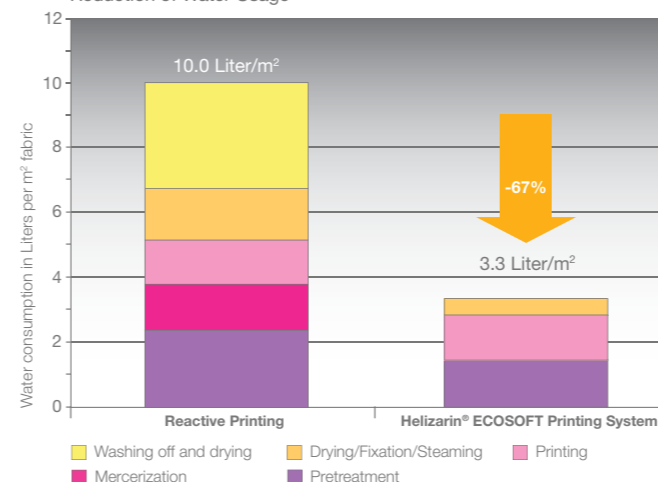
Eco-efficiency with Helizarin® ECOSOFT Printing System



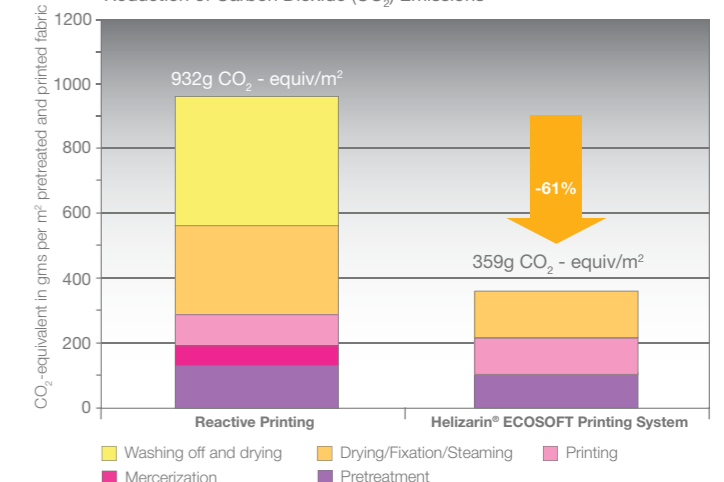
Reduction of Energy Consumption



Reduction of Water Usage



Reduction of Carbon Dioxide (CO₂) Emissions



Putting *FUTURE into Textiles.

A better FUTURE – through improved consumer protection, efficient use of resources and reduced carbon dioxide emissions. As a reliable partner, FUTURE means to continue offering you solutions for today and tomorrow – with the FUTURE already built in. BASF's Helizarin® ECOSOFT Printing System has not only economical benefits, but contributes to resource saving by reducing the usage of water and energy. An eco-efficient solution that adds both economical and ecological values. The way the FUTURE should be!

*This data is based on the Eco-Efficiency Analysis. It compares alternative products and processes that cater to the same customer needs (customer benefits). In this case, it compared the energy (MJ), water usage (liter) and CO₂ equivalents (gram) of printing 1m² of cotton fabric weighing 150g/m², with four monochrome fields in yellow, red, blue and black.