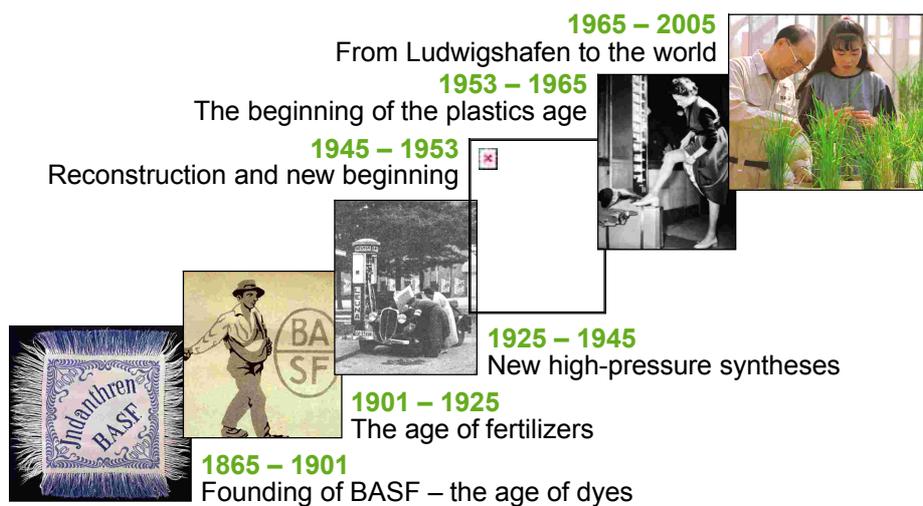
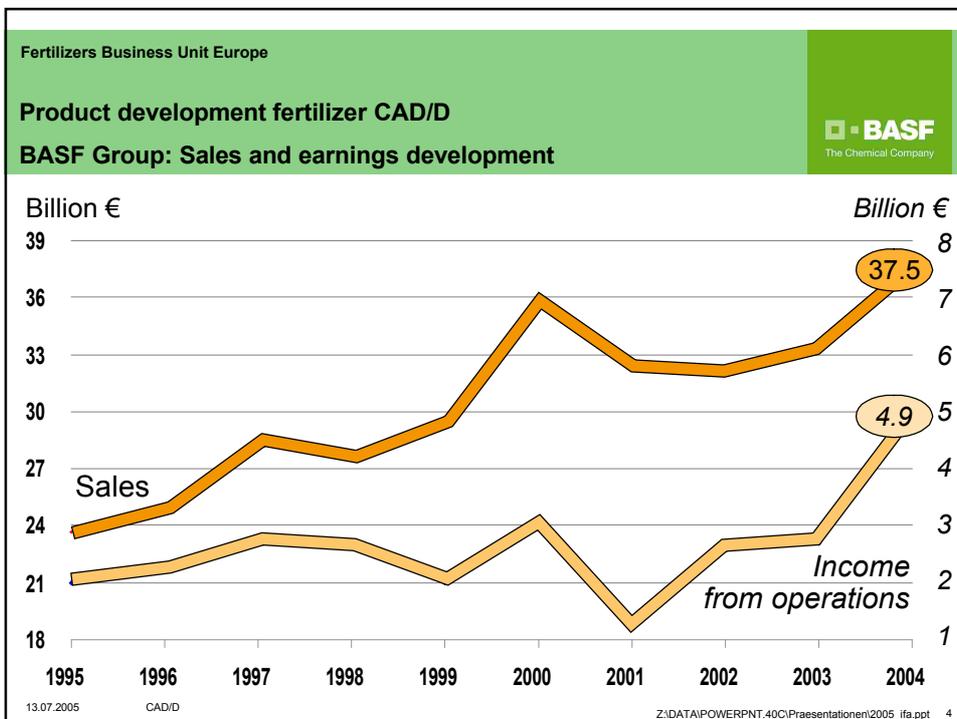
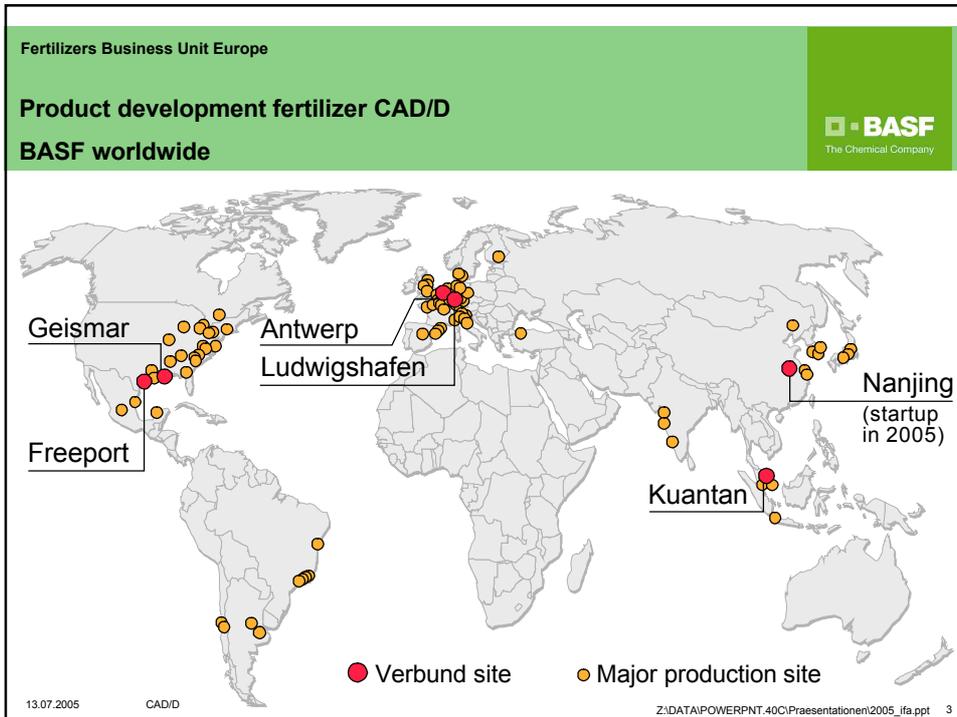


- ⇒ Introduction to BASF Aktiengesellschaft
- ⇒ Short history of the Agricultural Center Limburgerhof
- ⇒ Fertilizer development today

Product development fertilizer CAD/D

Eras in BASF's history

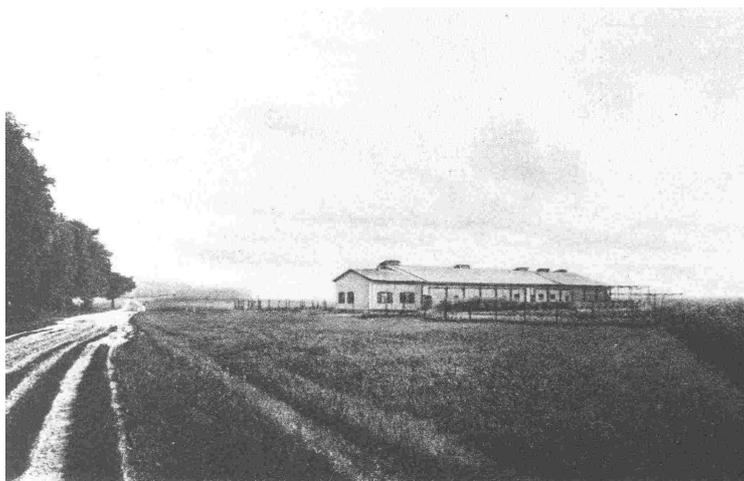




Percentage of sales in 2004

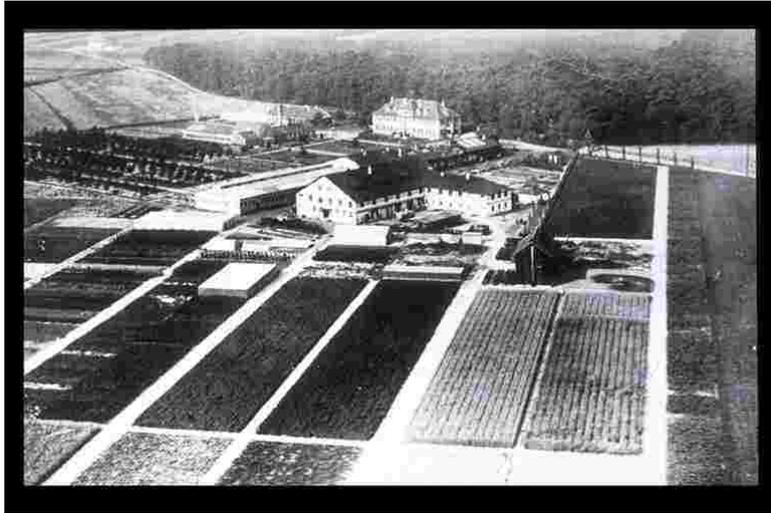
> 15%	● Chemical (not for consumer goods)
10 – 15%	● Automotive ● Energy ● Agriculture
5 – 10%	● Construction
< 5%	● Carpets ● Cosmetics ● Detergents and cleaning agents ● Electrical/electronics ● Furniture ● Health ● Leather/footwear ● Packaging ● Paper ● Printing ● Textiles

Other industries: approximately 12% in total



Fertilizers Business Unit Europe

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Agricultural Center Limburgerhof 1937



13.07.2005

CAD/D

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Fertilizers Business Unit Europe

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Agricultural Center Limburgerhof: hot house for tropical crops 1928



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Begin of commercialisation of newly developed products



1914 ammonium sulfate	1973 Triabon® CDU slow release
1919 ammonium sulfate nitrate	1984 Mantrilon® chelated manganese
1924 urea	1985 Basfoliar Combi-Stipp® Ca foliar fertilizer
1925 ureaformaldehyd	1987 relaunch of ASN as sulfur fertilizer
1926 calcium nitrate	1988 Basammon stabil® ammonium stabilised (DCD) Nitrophoska stabil®
1927 Nitrophoska® complex fertilizer Hakaphos® soluble salts	1997 Basacote® coated fertilizer
1928 Calcium ammonium nitrate	1999 ENTEC® ammonium stabilised (DMPP) KICK® wetting agent
1956 Fetrilon® chelated iron	2001 ENTEC solub 21® ammonium stabilised (DMPP)
1961 Floranid® IBDU slow release	2002 Basafilm coated slow release
1963 Kamasol® NPK+TE solutions	2003 Nitrocote 9M® coated urea
1968 Agrosil® root stimulant	2004 Basacote Tabs 6 MK®
1971 Basfoliar® foliar fertilizer	2005 Floranid sprayer® sprayable IBDU
1972 Hygromull® soil improver	

®registered trademark

13.07.2005

CAD/D

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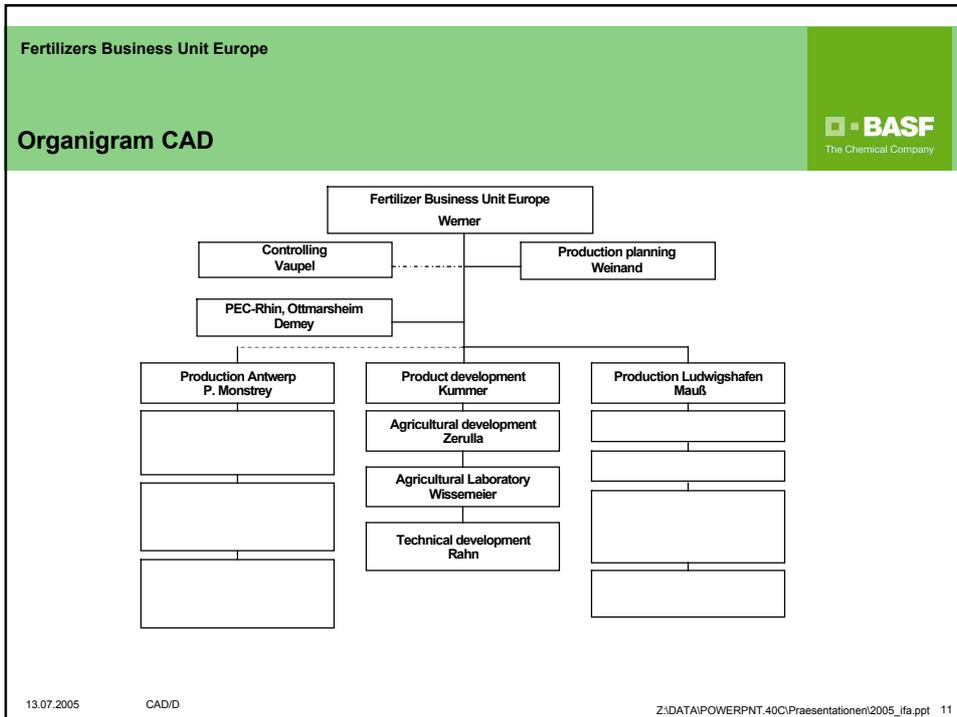
Agricultural Center Limburgerhof



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Ressourcen, functions, connections

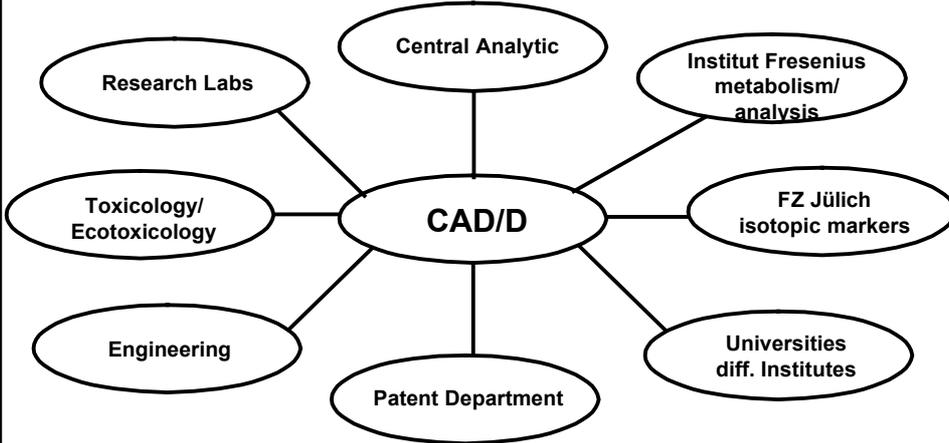
CAD/DK	CAD/DP	CAD/DT
8 employees agricultural laboratory pot experiments lysimeter	21 employees glasshouses field trials trials in farmers fields	9 employees pilot plants analytical laboratory
development and realisation of screening and model tests development and realisation of specific chemical analysis (soils/plants) coordination of research partners	trial planning and coordination glasshouse and field trials contraction and supervision of external trials compilation, evaluation and documentation of trial results registration of products support of marketing units	development of processes and technologies contraction and guidance of research partners coordination of engineering work development and realisation of analytical methods small scale production of fertilizer samples support of production units

13.07.2005 CAD/D Z:\DATA\POWERPNT.40C\Präsentationen\2005_ifa.ppt 12

Product development fertilizer CAD/D



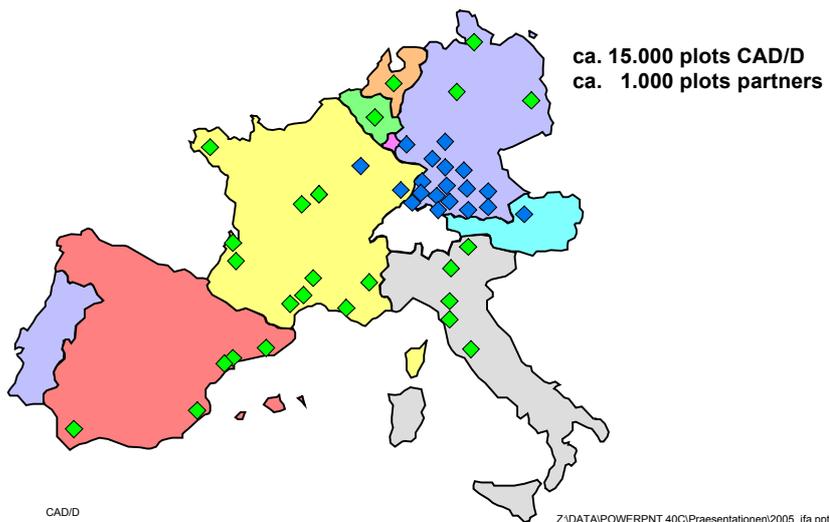
Reasons for cooperation: competence, equipment, certification



Product development fertilizer CAD/D



Field trials carried out by CAD/D and external partners in Europe 2004



Product development fertilizer CAD/D



Product development – Idealized sequence

