



## Joint News Release

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### **BASF launches e-commerce portal with Agilis for its OPPANOL product family**

- **U.S. customers can place orders, track status and make secure payments online**
- **E-commerce distribution portal designed to gain efficiency and transparency**

FLORHAM PARK, NJ – BASF has introduced a digital sales platform for its OPPANOL® polyisobutene product family. The company designed and built the new e-commerce portal in collaboration with Agilis Chemicals, a technology company headquartered in Short Hills, NJ. The digital distribution channel will enable customers located in the U.S. to place orders, track status and make payments through an intuitive, easy-to-use, secure online interface.

“In addition to product quality and technical support, customers are looking for speed and convenience when making a purchase, and this new e-commerce portal will offer the familiarity and simplicity of online buying,” said Marius Vaarkamp, Business Director, Fuel and Lubricant Solutions, BASF. “Agilis brings the technological expertise, including the use of artificial intelligence, and the industry knowledge which will enable us to implement this new online distribution channel while improving business processes, driving efficiency and strengthening relationships.”

OPPANOL is marketed as a solution for a diverse spectrum of applications in a wide range of industries including automotive, construction, packaging, electronics and food sectors. “With Agilis, buying chemicals is fast and secure, so BASF customers in the U.S. will have an enhanced digital experience,” said Jay Bhatia, CEO and Founder of Agilis Chemicals. “Once buyers safely log into BASF’s portal, they will be able to select grades best suited for their formulations, place and track orders online, and process payments without having to pick up the phone or send a single email.”

The portal offers many convenient features such as two-click reordering and order tracking which will save time when making a purchase. With this new tool, the OPPANOL buying process will become more efficient and transparent for customers. To register on the OPPANOL e-commerce portal visit: <https://oppanol.agilischemicals.com>

#### **About BASF Fuel and Lubricant Solutions**

The global business unit Fuel and Lubricant Solutions is a leading supplier to the transportation and mineral oil industries worldwide. Offerings cover fuel performance packages, refinery additives, polyisobutenes, engine coolants (Glysantin® brand) and brake fluids as well as lubricant additives, finished lubricants, synthetic base stocks and components for metalworking fluids. The business unit has its main facilities in Ludwigshafen, Germany, Cincinnati and Florham Park in the USA, Nanjing and Shanghai in China, as well as Sao Paulo, Brazil. Research and development is mainly driven out of Ludwigshafen, Germany, Tarrytown, USA and Shanghai, China. Further information is available on the Internet at [www.basf.com/fuel-lubricant-solutions](http://www.basf.com/fuel-lubricant-solutions).

BASF Fuel and Lubricant Solutions is part of BASF’s Performance Chemicals division. The division’s portfolio also includes Plastic Additives, Kaolin Minerals, as well as Oilfield and Mining Solutions. Customers from a variety of industries including Chemical, Plastic, Consumer Goods, Energy & Resources and Automotive & Transportation benefit from our innovative solutions. To learn more, visit [www.performancechemicals.basf.com](http://www.performancechemicals.basf.com).

#### **About BASF**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 18,800 employees in North America and had sales

of \$18.4 billion in 2019. For more information about BASF's North American operations, visit [www.basf.com/us/](http://www.basf.com/us/).

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 117,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €59 billion in 2019. BASF shares are traded on the stock exchanges in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).

### **About Agilis Chemicals, Inc.**

Agilis is a technology company focused on driving digitalization of commerce processes in the chemical industry. With Agilis, global chemical producers and distributors can launch their own cloud-based branded e-commerce portals, fully optimized and equipped with modern marketing tools and analytics. Agilis offers chemical suppliers an easy and cost-effective way to attract and engage customers via secure digital sales and marketing channels. Headquartered in Short Hills, NJ, with its growing technology team based in New York City, Agilis combines industry experience and technology expertise in building advanced, scalable technology solutions. For more information about Agilis, please visit <https://agilischemicals.com>.