

Datron Receives „Ethics in Business“ Seal of Excellence

Datron AG, a manufacturer of dosing machines for adhesives and sealants, as well as other products, was recently awarded the „Ethics in Business“ seal of excellence for its ethical corporate culture. The company was recognised especially for its active responsibility for its staff and the environment (energy-efficient machines), its social commitment, its sustainable supplier management and its sustainable product stewardship beyond the sales process.

Companies from Germany, Austria and Switzerland were analysed according to scientific guidelines of the University of St. Gallen on their corporate values, human resources, social responsibility, environmental responsibility in the supply chain and product stewardship.

The „Ethics in Business“ (EIB) guild brings together companies that are com-

mitted to corporate social responsibility, i.e., accepting corporate responsibility for their actions and acting according to the principle: „Good business for a good society“. The ethics of the manner in which the income is earned have priority over the desirable goal of using parts of the company's income for ethical purposes.

Datron AG is involved in various community projects and is committed to the cause of promoting the underprivileged, both locally and internationally. The company places great emphasis on a healthy work-life balance for employees and the reconciliation of the workplace and the family. Flexible working hours, home office and short-term leaves to care for sick family members or ones in need of care are considered a matter of course at the company. Many different corporate sports offers, such as back

exercises, yoga, swimming lessons, an in-house gym, volleyball, etc., provide for the physical well-being of the staff. Founded in 1969, the company currently employs a staff of around 200 people, and with more than 20 representative offices and agents worldwide, generated around 32 million euros in sales in 2011.



Matthias Reck, CTO of Datron AG, and his wife Monika, with the mentor of EIB, Ulrich Wickert, during the festive charity event at the Jewish Museum

International Team Researches into Carbon-Based Materials

BASF and the Max Planck Institute for Polymer Research (MPI-P) recently opened their joint research and development platform, the Carbon Materials Innovation Centre (CMIC), at BASF's Ludwigshafen site.

A multidisciplinary task force will research the scientific principles and potential applications of innovative carbonised materials. The twelve-member international team is composed of chemists, physicists and material scientists. The acti-

vities conducted in the 200 square metre laboratory will include synthesizing and characterising new materials and evaluating their potential uses in energy and electronic applications. The total investment for the joint research and development platform amounts to 10 million euros. The cooperation is initially scheduled to run for three years.

„We are on the threshold of a new cross-sectional technology that will revolutionize numerous applications and open

the way to innovations. The race to discover future applications of carbon-based materials like graphene is in full progress and we want to be among the very front runners when it comes to utilizing this potential,“ said Dr. Andreas Kreimeyer, Member of the Board of Executive Directors of BASF and Research Executive Director, at the laboratory inauguration ceremony.

The CMIC is the first research platform to be operated by BASF jointly with a scientific partner on a BASF site.

Reverdia and Helm to Jointly Market Biobased Succinic Acid

Reverdia, a joint venture between DSM and Roquette, and Helm have signed an agreement for the European distribution and joint market development of Reverdia's biobased succinic acid. This product, which goes under the brand name Biosuccinium, serves as a cost-effective and ecological alternative to fossil-based adipic acid and is used for the production of adhesives, coolants, surfactants, corrosion inhibitors,

lubricants, photo development fluids, herbicides, soldering pastes, runway de-icers, polyurethanes, coating resins, phthalate-free plasticizers, polybutylene succinate (PBS) and many other products.

The production of succinic acid has been proven in the 300 tons demo plant in Lestrem, France, that has been operational since early 2010, using proprietary yeast-based fermentation technology. Reverdia plans to start

production in Cassano Spinola, Italy, at the end of 2012.

Biobased succinic acid is used for the production of lubricants and adhesives and many other products

