

September 6, 2011

Dear Valued BASF Construction Chemical Customers:

In the very near future you will notice a number of changes to the appearance of the packaging for Sonolastic® NP1™, TX1™ and SL1™. In addition to these packaging improvements, there will be an increase in the number of standard inventoried colors available for these products. The decision to make these changes was based on feedback we have received from customers. BASF puts great value on the voice of our customer and we appreciate your thoughts and ideas on how we can better serve your business.

Based on your feedback, you can expect to see the following changes in the near future:

- UPC bar codes directly printed on the following materials:
 - o NP1 - Unique bar codes on 300 ml cartridge packaging for Black, White, Limestone and Medium Bronze
 - o TX1 - Unique bar codes on 300 ml cartridge packaging for White, Black and Natural Stone
 - o SL1 - A unique bar code for Limestone 300 ml cartridges and a unique bar code each pail/bulk item

- Easily identifiable color bands for the NP1 and TX1 colors listed above will be printed on the cartridges so a user can quickly determine what color they are purchasing or installing in the field.

- Quick Response (QR) Codes have been added to all new cartridge and case packaging to provide a quick and easy way to get to the BASF website via smart-phone, allowing easy access to product literature and MSDS.

- In order to sustain and support the significant growth TX1 has experienced this year, the following additions have been made:
 - o New Standard Colors: Limestone and Anodized Aluminum
 - o New Standard Packaging: TX1 is now available in Propacks for Aluminum Grey, Limestone, Natural Stone, White and Black.

- New Standard Colors have also been introduced to the NP1 and SL1 to color portfolio.
 - o NP1 - Ash Brown and Precast Grey
 - o SL1 - Stone

We have also received feedback that some colors are not necessary any longer as standard inventoried items. The decision has been made to discontinue NP1 in Hunter Green and Tile Red, and TX1 in Off-White and Medium Bronze. Existing inventory of these colors will be sold on a first come, first served basis and will no longer be produced.

This transition to the new packaging will be seamless and will not affect your orders. These exciting changes require BASF to change part numbers for all products in these lines. A separate reference guide with the new numbers is available from your local Territory Sales Manager.

As always, BASF will continue to do its best to offer you high quality, high performance products for your markets. If you have any questions regarding these improvements made to the product line, please contact myself or your local Territory Sales Manager.

Thank you for your continued support.

Sincerely,

Craig Agney
Product Marketing Specialist - Joint Sealants
952.403.6589
craig.agney@basf.com

BASF Corporation
Building Systems
889 Valley Park Drive
Shakopee, MN 55379

www.buildingsystems.basf.com