

Innovations

History of Innovation

Innovative Products

Market Approach

BASF Innovation Makes "Magic"

Company-wide innovation leads to the development of the Magic Eraser

Think of BASF as an agriculture-only company? Think again! BASF innovations do more than keep your fields clean – many help keep your house clean, too.

How, you might be asking? To see where the innovation begins, let's look at the division of BASF responsible for Basotect® - a melamine resin foam primarily used for insulation and soundproofing of movie theatres and recording studios, with further applications in the construction and automotive industries. When cured, the resin becomes almost as hard as glass.

Not a product you would associate with cleaning products, undoubtedly. But when the resin is whipped into foam, an airy, open-cell construction is achieved, and when moistened, the hardness of the material becomes just like fine sandpaper, allowing it to loosen even the toughest dirt and grime, trapping the particles in the open structure of the sponge.



The result? The Mr. Clean Magic Eraser from Procter & Gamble, made from Basotect.

So how did researchers at BASF make the connection between soundproofing materials and a hard-working sponge? Through persistence and a little bit of luck – and researchers across geographies and divisions regularly communicating and collaborating. For BASF, innovation isn't just about new products, but looking at existing products and applying them in new ways – such as insulation being used to take crayon off your walls.




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