



Brand Alliance with Wako: Cleaning eraser made from Basotect® W

Case Study

Wako cleaning erasers get BASF quality mark

BASF and the Japanese company Wako, Wakayama have strengthened their business relations. As a visible sign of their long-term partnership, cleaning erasers produced by the household products manufacturer made from BASF's melamine resin foam Basotect® will with immediate effect carry the BASF logo on the product packaging. The quality sign "Contains high-quality foam Basotect® from BASF" will appear alongside the logo. Wako has recently used the new grade Basotect® W, a further development of the established Basotect® V 3012, which cleans even more efficiently, in its cleaning products.

"Basotect® is a high-quality foam that we have been using successfully in our cleaning products for more than 10 years," says Tadashi Ishida, president of Wako. "With the BASF quality mark for Basotect®, we can show our customers quite clearly that we can offer them excellent products – unlike some other poor-quality foams that are currently available on the Asian market." Basotect® W is tested to Japanese Law 112, one of the most stringent tests for formaldehyde in the world. Unlike other cleaning materials, the BASF foam is well below the permissible limits. The material is also certified to international OEKO-TEX® Standard 100 in product class II.

"With the joint brand appearance, we would like to express the fundamental confidence that we are placing in the partnership with Wako in such an important business sector as the Japanese cleaning material market", says Dr. Christof Möck, head of Global Business Management Basotect®.

