

# News Release

November 17, 2025

## **BASF Coatings sets innovation benchmark with Lean Lab in Wuerzburg**

- **New laboratory concept drives innovative, customer-centric product development**
- **Optimized material flow delivers high CO<sub>2</sub> savings**

With a new laboratory at its site in Wuerzburg, Germany, BASF Coatings reinforces its position as a pioneer in digitalization, occupational safety, efficiency, and sustainability. The innovative “Lean Lab” concept focuses on developing and producing waterborne basecoats for customers in the European automotive industry.

“The Lean Lab in Wuerzburg is part of our global rollout. With this infrastructure, we are laying the foundation for modern, digitalized, and flexible product development, reaffirming our commitment to driving innovation and sustainability consistently across all regions,” emphasizes Dr. Ralf Otte, Vice President, Global Technology, Automotive OEM Coatings at BASF Coatings. “I am very proud of our project team, who implemented the concept with great commitment within the planned timeframe.”

The Lean Lab concept is currently being introduced at additional BASF Coatings sites worldwide and adapted to specific local requirements. The strategy is based on clear specialization: wet work is handled in the process laboratory, the product laboratory focuses on intensive customer support and continuous product optimization, and the laboratory services organize the provision of raw materials and supplies. Accordingly, work is divided into three areas: process laboratory, product

laboratory, and laboratory services.

All workstations are ergonomically designed and equipped with state-of-the-art IT infrastructure. Every process is fully digitally recorded and efficiency oriented. The laboratory's central location, close to production, enables close interdisciplinary collaboration and ensures rapid implementation of innovations.

The Lean Lab already meets future EU requirements for raw material classification and occupational safety. It drives digitization and efficiency in product development, with a strong focus on sustainability: optimized material flow, direct logistics connections, and centralized space save 25.1 tons of CO<sub>2</sub> annually. Resource utilization is further improved through consumption-based material supply.

Customized laboratory software and an RFID-based warehouse system in the new laboratory ensure transparent processes and automated data collection. Warehouse management, including raw material ordering, is also fully digital. A modern working café fosters creativity, teamwork, and employee well-being.

The BASF Coatings team in Wuerzburg develops and produces waterborne basecoats for automotive OEM customers around the globe. The new laboratory concept further strengthens the site's role as a key hub and attractive employer in the region.

### **About BASF Coatings**

BASF Coatings is a global expert in the development, production and marketing of innovative and sustainable automotive OEM and refinish coatings as well as applied surface treatments for metal, plastic and glass substrates in a wide range of industries. We create advanced performance solutions and drive performance, design and new applications to meet our partners' needs all over the world. We share skills, knowledge and resources of interdisciplinary and global teams for the benefit of customers by operating a collaborative network of sites in Europe, North America, South America and Asia Pacific. In 2024, our businesses achieved global sales of about €3.8 billion.

BASF Coatings – Driven by passion and science, we always go beyond the surface. For more information, visit [www.basf-coatings.com](http://www.basf-coatings.com) and [follow us on LinkedIn](#).

### **About BASF**

At BASF, we create chemistry for a sustainable future. Our ambition: We want to be the preferred chemical company to enable our customers' green transformation. We combine economic success with environmental protection and social responsibility. Around 112,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises, as core businesses, the segments Chemicals, Materials, Industrial Solutions, and Nutrition & Care; our standalone businesses are bundled in the segments Surface Technologies and Agricultural Solutions. BASF generated sales of €65.3 billion in 2024. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](http://www.basf.com).