



The Chemical Company

February 14, 2012

Dear BASF Plasticizer Customer,

Effective March 1, 2012, or as contracts allow, BASF will increase the list and off list prices of certain plasticizers by the following amounts:

- Branched phthalate, trimellitate, and adipate plasticizers will increase by \$0.05 per pound.
- Hexamoll® DINCH will increase by \$0.05 per pound.

The need for these price increases is driven by significant rising of raw material costs.

Please be certain that BASF values your business and looks forward to continuing to provide our products and service to you. Your Account Manager will be in contact with you shortly to discuss this price increase announcement.

Sincerely,

A handwritten signature in cursive script that reads "Sandy Payne".

Sandy Payne
Marketing Manager
Plasticizers