



Communicating business to consumers product information

The Nano Value Chain

Nanomaterials
e.g. organic and
inorganic particles

Components
e.g. modified
thermoplastics or
formulations

Endproducts
e.g. textiles,
coatings, paints

- The value creation of the chemical industry happens mainly at the first two steps of the nano value chain
- Consumer products are not the focus of the chemical industry.
- Safety Data Sheets are the established tool of the B2B safety communication in the value chain of the chemical industry

The Chemical Industry is not the best sector to discuss the nano labelling issue with!

Quality label:

„Self Cleaning – Inspired by Nature“

- BASF Product Mincor® TXTT: A nano-dispersion, that equips textiles with a self-cleaning effect copied from the lotus-plant
- To ensure quality a label „self cleaning inspired by nature“ was developed by the German ITV Denkendorf
- 4 criteria to receive the label:
 - ◆ Superhydrophobic properties
 - ◆ Nanostructured surfaces
 - ◆ Dirt resistancy
 - ◆ Stability with reagrd to washing and weathering



Quality label – Herbol Nanotec

- ◆ BASF is marketing a binder for facade paints with the tradename Col.9 to the paint industry
- ◆ The nano-binder helps to make the paint more dirt resistant
- ◆ Our customer is selling the product with the label Herbol Nanotec



Nano in the product name – PCI Nano product line

Joint Grout

Insulating Compound

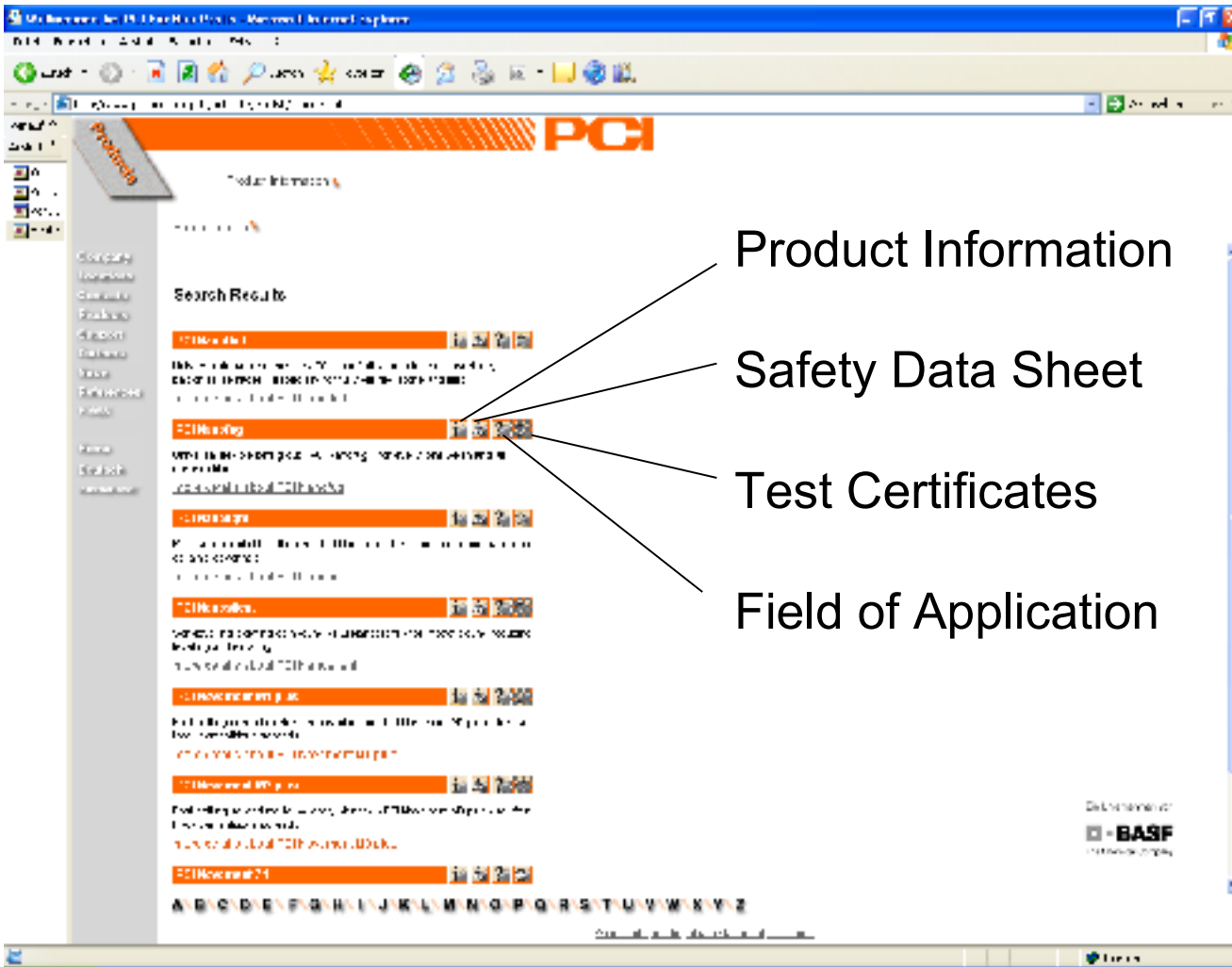


Tile Adhesive

Flowable Adhesive

The products do not contain nanoparticles. In fact all these materials form nanostructures on hardening.
The products are sold to industry, to craftsmen and to do it yourself stores.

Consumer Information on the Website



The screenshot shows a web browser window displaying the PCI website. The search results are for 'PCI Nanolight'. The results list several product entries, each with a title, a brief description, and a link to the product page. The entries include:

- PCI Nanolight 1000
- PCI Nanolight 1000
- PCI Nanolight 1000
- PCI Nanolight 1000
- PCI Nanolight 1000
- PCI Nanolight 1000
- PCI Nanolight 1000
- PCI Nanolight 1000
- PCI Nanolight 1000
- PCI Nanolight 1000

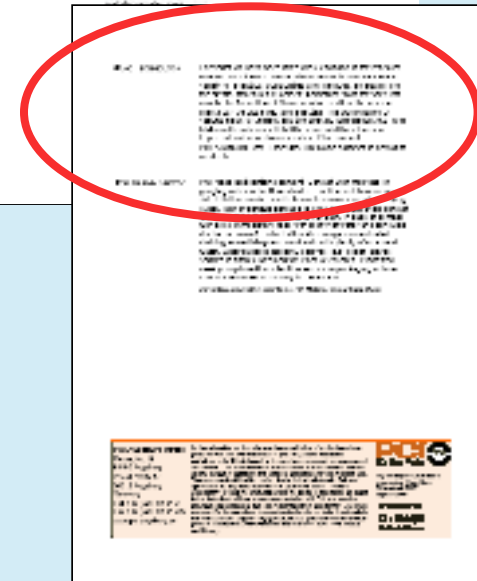
At the bottom of the search results, there is a navigation bar with letters A through Z. The BASF logo is visible in the bottom right corner of the page.

Product Information

Safety Data Sheet

Test Certificates

Field of Application



Consumer information: Hazard Symbols as communication tool

- ◆ Manufacturers have the duty to provide consumers with sufficient clearly worded and easily comprehensible information on safety and environmental properties.
- ◆ In the EU currently a system is in place using orange pictograms as hazard symbols.
- ◆ The hazard symbols need to be self-explanatory and easily understandable.



Hazard Symbols and their meanings for the consumer



Flammable



Toxic



Corrosive



Dangerous
for the
environment



Nano

Avoid
sources of
ignition

Avoid
any
contact

Avoid contact
with skin and
eyes

Avoid environ-
mental conta-
mination



Nano is not a risk. A hazard symbol „nano“ would have no information for the consumers.

Consumer information: Do consumers really want a „nano“ label?

A label on the packaging such as
„produced with
nanotechnology“
„contains nanomaterials“
„contains TiO₂ (50nm)“



But what do consumers really want to know?

animal welfare standard carbon footprint **GMO content**

country of origin **Nano?** recycling calories

ingredients durability manufacturer

Informed Choice: How much do consumers really want to know?

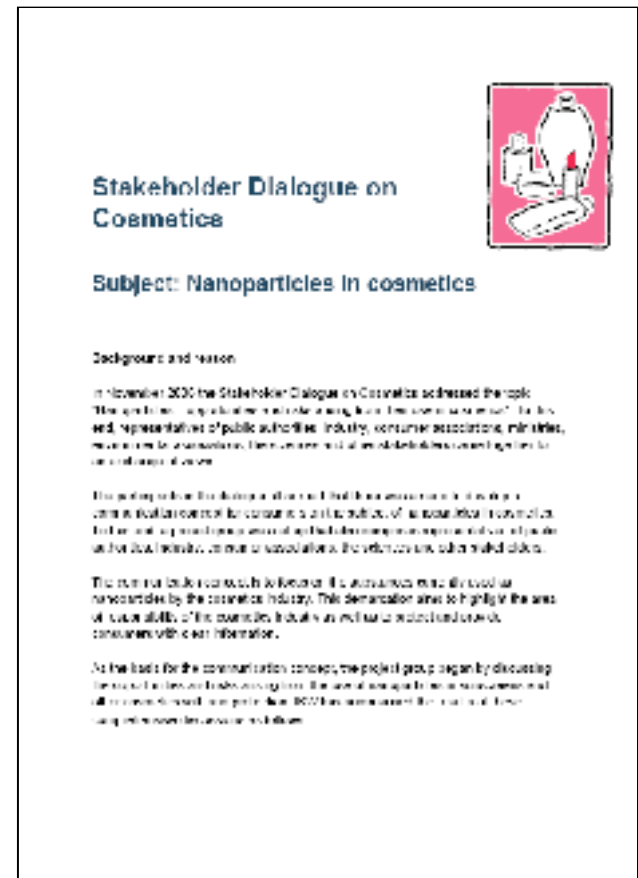
◆ What consumers really want to know and how they want to get the information should be developed in sector specific stakeholder dialogues

Example Stakeholder Dialogue of the German Cosmetic, Toiletry, Perfumery and Detergent Association:

◆ Started in 2006 with participants from consumer groups, environmental groups, women networks, media etc

◆ The goal is to develop a communication concept for consumers on nanoparticles in cosmetics

◆ As the basis the group began to discuss the risks and opportunities of nanoparticles in sunscreens and developed a position paper



Summary: B-to-C- Nano-Communication

- ◆ There are already different nano quality labels on the markets. Some products are even promoted with „nano“ in the tradename.
- ◆ Consumer information is manifold. It happens not only on the packaging but also on the internet.
- ◆ Purpose of a hazard symbol is to guarantee a safe handling of the product. A hazard symbol nano is useless, because nano is not per se a risk.
- ◆ What consumers really want to know and how they get the information is not only a political decision. It should be developed in sector specific stakeholder dialogues.

Thank you for your attention!



Zinc oxide particles protect against sunburn



Nanocubes can store energy-rich gases

Dr. Carolin Kranz

E-mail: carolin.kranz@basf.com

Phone: +49 621 60 43360

This paper was produced for a meeting organized by Health & Consumer Protection DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumer Protection DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.