

BASF and Queen University's TEAM program – a recipe for success

This was the first experience that BASF's [Coatings Solutions Business](#) in North America had working with the TEAM program and it was a fantastic experience! BASF's Charlie Tazzia and Dave Cranfill were introduced to the TEAM program from another BASF colleague last summer. A project description was put together and we were pleased to be selected by one of the TEAM project groups.

While the group started collecting information and interfacing with the BASF team in October 2012, the in-depth analysis and design work began in January of 2013. The project group consisted of 4 chemical engineering majors and 1 business major. The project involved doing an analysis of a new manufacturing process and distributions model for the business, as well a preliminary design on a reactor system for the new process. It was a great opportunity for the students to apply what they learned in school to a real world problem. They were able to visit several BASF facilities including our Coatings Solutions headquarters in Southfield, MI, one of our coatings manufacturing sites in Greenville, OH and one of our resins manufacturing sites in Wyandotte, MI. They were able to interact with colleagues from supply chain, manufacturing, marketing and sales. The TEAM project group presented their final results and recommendations to BASF in April 2013 and there were a lot of very positive comments, as well as positive impressions made on BASF leadership on the power of the TEAM program. Discussions about possible TEAM projects for 2013-2014 have already started within the Coatings Solutions Business.

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