

11.06.2008 - 11:20 Uhr

ots.Audio: BASF Podcast: The Chemical Reporter - How does fabric softener make your laundry soft?

Ludwigshafen (ots) -

A little fabric softener is a big comfort in a tough world. But what chemical trick is behind the feel of clothes freshly-rinsed with fabric softener?In entertaining weekly episodes our Chemical Reporter answers questions of our Podcast listeners on Chemistry in our everyday life.

Direct subscription via RSS-Feed or iTunes (search for "basf"): http://corporate.basf.com/en/podcast/reporter.xml

Podcast The Chemical Reporter, English edition: http://www.basf.com/podcast

More podcasts:

Podcast Chemistry of Innovations: http://www.basf.com/podcast This podcast is the audible innovation magazine of BASF. Discover every month how Chemistry can help to shape our future. The actual episode is on "Hydrophobin - The Raincoat of the Fungi." RSS-subscription: http://corporate.basf.com/en/podcast/innovation.xml

Direct subscription of BASF Podcasts via RSS-Feed http://corporate.basf.com/en/podcast/reporter.xml http://corporate.basf.com/en/podcast/innovation.xml Direct iTunes subscription when iTunes is installed (or search for "basf"):

The use of the audio material is royalty-free. We appreciate information on the use to podcast@basf.com .

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from oil and gas to chemicals, plastics, performance products, agricultural products and fine chemicals. As a reliable partner BASF helps its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF has more than 95,000 employees and posted sales of almost EUR58 billion in 2007. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.

Pressekontakt:

For the UK: BASF plc Chris Wilson Corporate Communications Phone: +44-161-488-5616 Fax: +44-161-488-4133 E-Mail: chris.wilson@basf.com

For the US: BASF Corporation Betsy Arnone Corporate Communications Phone: +1 973 245-7865 Fax: +1 973 245-6714

E-Mail: betsy.arnone@basf.com

For Germany/Europe: BASF Aktiengesellschaft Rainer Mueller-Mueffelmann Corporate Innovation Communications

Phone: +49 621 60-41040 Fax: +49 621 60-20548 E-Mail: podcast@basf.com

Original content of: BASF SE, transmitted by news aktuell
Diese Meldung kann unter https://www.presseportal.de/en/pm/16344/1208660 abgerufen werden.