

The following article was published in a newsletter written by BASF Corporation.

Business development takes time to cultivate and realize sales. BASF's collaboration with JBS shows that listening to our customers' needs, establishing credibility and helping them make the best choices are how long-term strategic relationships are built.

Raising the roof on customer satisfaction

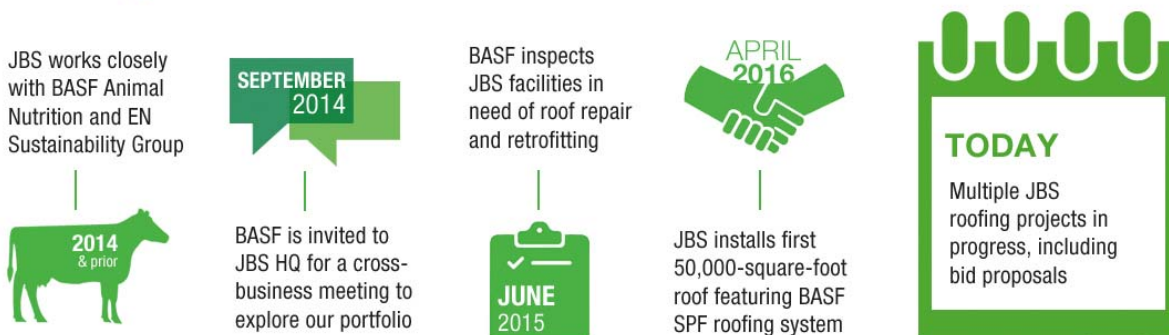
BASF's Roofing Account Managers Moses Clark and Mark Daly were touring the facilities of JBS, a leading meat and poultry processor, when they noticed something unusual: The roof deck had been installed upside down.

Their realization – and the expertise that sparked it – led JBS to launch a 50,000-square-foot roofing project with BASF and our installer Insulated Roofing Contractors (IRC).

It began with a simple request. JBS purchases BASF animal nutrition products and works with our sustainability group. They wanted to learn more about BASF's products and services. The online tool [What BASF Does](#) became the starting point for discussions around the entire BASF product portfolio, including the building envelope.

At a cross-business meeting in September 2014, JBS engineers listened as Clark explained the benefits of spray polyurethane foam (SPF) insulation roofing systems. They were intrigued by the systems' installation method and durability. JBS invited Clark and Daly to tour its facilities that were most in need of roofing repair and replacement.

Building new business: A timeline



The two discovered the incorrectly installed roof deck at JBS's pork production facility in Marshalltown, Iowa, in June 2015. Although a new SPF roofing system would have solved the problem, Clark and Daly recommended JBS contact its insurance company and the original roof installer to get it replaced. Because the roof was under warranty, BASF was able to save JBS money.

The consultation strengthened the relationship, so that when another 50,000-square-foot roof in the same location needed repair, JBS looked to BASF.

Roof leaks and water infiltration at any meat processing facility are unacceptable. The U.S. Department of Agriculture would shut down production lines without hesitation. A major driver in selecting BASF's SPF roofing system was that there would be no exposure to rain or other infiltration during the retrofit installation.

The 50,000-square-foot roofing project was awarded to commercial roofing experts IRC, a customer of BASF's SPF roofing and coatings for more than 20 years. "Choosing the BASF roofing system was an easy decision for me because we didn't have to tear off the building's roof and disrupt our operations with costly downtime," said Brad Carl, Project Engineer, JBS Marshalltown, Iowa.

IRC continues to build a strong relationship with JBS and is currently bidding on another 50,000-square-foot building, this time in Ottumwa, Iowa. Additional opportunities with JBS are also being identified in multiple BASF business units.