

BASF Environmental Catalyst and Metal Solutions rebrands as Metivo™

New brand strengthens identity as a standalone division of BASF and reinforces leadership in Mobile Emissions Catalysts and Precious Metal Services & Recycling

ISELIN, NJ, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- BASF Environmental Catalyst and Metal Solutions (ECMS) has rebranded its business to Metivo™, part of BASF Group. Officially unveiled during New York Platinum Week, the rebranding from ECMS to Metivo represents the next step in its journey as a standalone division of BASF. This move also reaffirms Metivo's commitment as an industry leader, continuing its legacy of expertise, reliability and customer focus.



BASF Environmental Catalyst and Metal Solutions is now Metivo, part of BASF Group.

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Dirk Bremm, President and CEO

“Today marks a bold new chapter as we launch Metivo,” said Dirk Bremm, President and CEO of ECMS. “Evolving from our origins as Engelhard to a leading BASF standalone division with a proven track record of success, we are differentiating our business with a sharper identity and clear ambition in the markets we serve. With focus, speed and adaptability, we remain committed to delivering the most value for our customers – now and well into the future.”

Metivo is comprised of the Mobile Emissions Catalysts and Precious Metal Services and Recycling businesses. Since being carved out in 2023, the division has delivered strong

earnings and cash contribution to BASF as it has continued evolving with a changing automotive industry and growing its full-loop recycling services.

“As Metivo, we will continue to live our purpose, values and vision ‘metals are our passion’,” said

Bremm. "The 'Met' reflects our metals heritage and deep expertise, while "ivo" stands for our innovative spirit, evolving and adapting with our changing industry. Together, Metivo captures the strength of our legacy and forward-looking approach."

As outlined in BASF's "Winning Ways" strategy, the standalone businesses are positioned to respond quickly to the specific requirements of their markets and to strengthen their competitive position. BASF has further increased the entrepreneurial independence of its standalone businesses and identified individual paths through which each business can generate the greatest value. The path for ECMS includes rebranding to Metivo. The division continues to reside in BASF Group's Surface Technologies segment.

About Metivo

Leveraging its deep expertise as the global leader in catalysis and precious metals, Metivo, part of BASF Group, serves customers in many industries including light and heavy-duty automotive, aerospace, clean air technologies and the hydrogen economy, and provides full loop services with its precious metals trading and recycling offering.

With a focus on circular solutions and sustainability, Metivo helps customers create a cleaner, more sustainable world. Protecting our elements of life is our purpose and this inspires us to ever-new solutions.

Metivo continues to operate under existing BASF Environmental Catalyst and Metal Solutions (ECMS) legal entities. Metivo is a business brand of ECMS.

Metivo operates globally in 14 countries with 4,400 employees and 30 sites.

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About BASF

At BASF, we create chemistry for a sustainable future. Our ambition: We want to be the preferred chemical company to enable our customers' green transformation. We combine economic success with environmental protection and social responsibility. Around 95,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises, as core businesses, the segments Chemicals, Materials, Industrial Solutions, and Nutrition & Care; our standalone businesses are bundled in the segments Surface Technologies and Agricultural Solutions. BASF generated sales of around €60 billion in 2025. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at www.basf.com.

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