



News Release

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Master Builders Solutions[®] presents innovative solutions as sponsor of the most relevant admixture trade fairs 2020

- » **Quantifiable contribution to sustainable and economic construction**
- » **Largest BIM portfolio in the construction chemicals industry**
- » **Proven track record with success stories from all across Europe**

Master Builders Solutions[®] will present its innovative admixture solutions as sponsor of 2020's most influential European trade fairs like ICCX in Verona, Italy, BIM Congress in Copenhagen, Denmark, the online conference Digital Concrete 2020 or BEFIB in Valencia, Spain. The broad product portfolio of Master Builders Solutions – the world's number one in admixtures – offers complete solutions for a wide range of applications like ready-mix concrete, precast production, manufactured concrete products, 3-D printing or Building Information Modelling (BIM). The innovative admixtures contribute essentially to save costs and resources and make construction more sustainable, efficient and economical. This is backed up by success stories from all across Europe.

Synthetic fiber reinforcement for a more sustainable and durable solution

For example, the current renovation of the port of Barcelona, Spain, with MasterFiber – a product which will be in the focus of the BIM Congress from November 15-17 2020 in Copenhagen: 60.000 m² of pavement have been

optimized with polypropylene fibers to improve the chloride resistance and durability of the area. This means a decisive contribution to the overall footprint of the project as CO₂ emissions related to reinforcement can be reduced by 50% compared to a solution with steel fibers and by 40% compared to a traditional reinforcement. The customer Promsa, a Spanish construction company which is part of Cementos Molins, was very satisfied with the use of MasterFiber: “We could reduce labor costs by 50% avoiding the use of pumps for the placement and will have less need for maintenance due to the absence of corrosion in the completed pavement”, says Jordi Altet, Quality and R&D Manager at Promsa. The project was designed using the BIM methodology with the experts of Master Builders Solutions being part of the designing team. Together with the concrete producer, building owner and a designer they identified the best concrete mix design for the project.

Largest BIM portfolio in the construction chemicals industry

“For us, virtual building models represent a key technology for the future conception and design of built structures”, says Philipp Kley, Senior Vice President Construction Chemicals Europe. “We want to leverage innovative software technologies to play a leading role with regard to Industry 4.0 in the construction industry.” Master Builders Solutions’ BIM portfolio is the largest in the construction chemicals industry – comprising, as of today, more than 200 BIM objects, and soon to include more than 400 Revit models from 13 different industry segments. With this expertise Master Builders Solutions became partner of the European Union’s SPHERE project. It aims at developing a digital-twin software platform to enable the virtual replication of buildings in order to increase their energy efficiency, optimize their life cycle, and reduce costs. The project is set to run until autumn 2022 and has a volume of €12.8 million.

Innovative and complete portfolio for 3-D printing applications

Another highly topical issue is 3-D printing which will be in the focus of the online conference RILEM International Conference on Concrete and Digital Fabrication from July 6-9. Master Builders Solutions cooperates in this field with leading research institutes such as the Technical Universities of Brunswick and Munich. Customers are supplied with a dedicated product range that is outstandingly well suited for 3-D printing applications.

Cleaner and form-release agents for reduced maintenance of formworks

The development of new technologies plays a vital role for the experts of Master Builders Solutions. With innovative solutions they want to contribute with their customers to a more sustainable construction. Customer references from across the world bear testimony to this success: for instance, German-based precast manufacturer IDEAL Beton, part of the HUF Group, places the utmost emphasis on aesthetics and sustainability: “With regard to concrete elements, it is important to have flawless surfaces”, says managing director Sascha Stroeder. Customer requirements are high, and the fairfaced concrete has to be particularly smooth and of superior aesthetics. For their release agent, too, IDEAL Beton have opted for an eco-friendly product. “In the combination of a MasterFinish release agent and a MasterFinish cleaner we have found a solution that is exempt from hazardous labeling and that meets our high demands in terms of fairfaced-concrete quality”, Stroeder says. Thanks to MasterFinish cleaning costs have been reduced by approximately 30 % and formwork service life has increased by 50 %.” The MasterFinish series will be in the focus of the ICCX in Verona from October 21-25.

The success story of IDEAL Beton is one of the several examples illustrated in the Master Builders Solutions “Quantified Sustainable Benefits” campaign, launched across Europe in 2017. The campaign focuses on projects where customers were able to increase their productivity while, at the same time, reducing costs and emissions thanks to the advanced chemistry provided by Master Builders Solutions. The campaign was awarded with several prestigious awards like the German Design Award 2020 and the German Brand Award 2019 in the category “storytelling and content marketing”.

The success stories from the “Quantified Sustainable Benefits” campaign can be found at: www.sustainability.master-builders-solutions.basf.com

More information on the innovative Master Builders Solutions products can be found at: www.master-builders-solutions.basf.de

New BASF Construction Chemicals landing page:

www.virtual-design.basf.com

BimObject Library:

www.bimobject.com/en/product?brand=basf

Master Builders Solutions will be sponsor of the following trade fairs 2020:

Digital Concrete 2020 – 2nd RILEM International Conference on Concrete and Digital Fabrication of Eindhoven University of Technology, The Netherlands, from July 6-9, 2020 (online conference).

RILEM-fib X International Symposium on Fibre Reinforced Concrete BEFIB2020 in Valencia, Spain, from September 21-23, 2020.

ICCX (International Concrete Conference and Exhibition) in Verona, Italy, from October 21-25, 2020. Hall 9.

BIBM Congress (Bureau International du Béton Manufacturé) in Copenhagen, Denmark, from November 15-17, 2020. Booth 48.

About the Construction Chemicals division

BASF's Construction Chemicals division offers advanced chemical solutions under the global umbrella brand Master Builders Solutions for the construction, maintenance, repair and renovation of structures. The brand is built on more than 100 years of experience in the construction industry. Our comprehensive portfolio encompasses concrete admixtures, cement additives, chemical solutions for underground construction, waterproofing systems, sealants, concrete repair & protection systems, performance grouts, performance flooring systems, tile-fixing systems, expansion joints & control systems and wood protection solutions.

The Construction Chemicals division's approximately 7,200 employees form a global community of building experts. To solve our customers' specific construction challenges from conception through to completion of a project, we draw on our specialist know-how, regional expertise and the experience gained in countless constructions projects worldwide. We leverage global BASF technologies and our in-depth knowledge of local building needs to develop innovations that help make our customers more successful and drive sustainable construction.

The division operates production sites and sales offices in more than 60 countries and achieved sales of about €2.5 billion in 2019.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2019. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.