

News Release

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BASF launches groundbreaking MasterEase® concrete admixture range in Japan

- **Next-generation polymer based on PAE compound**
- **Reduces viscosity in concrete by up to 30%, facilitating pumping, placing, leveling, and finishing of concrete**
- **Reduces amount of cement paste when creating centrifugally molded concrete products**

BASF is bringing MasterEase®, the next generation admixture for low-viscosity concrete, to Japan. The new admixture range improves the rheological properties and stability of high-performance concrete. BASF Japan will launch products applicable for ready-mix concrete and precast applications.

MasterEase is a liquid product that conforms to JIS A 6204 “Chemical admixtures for concrete.” Based on a novel and patent protected polymer technology, MasterEase makes flexible

adsorption of admixture to cement particles possible, lowering the viscosity of concrete immediately after mixing and significantly reducing the amount of concrete viscosity, which increases over time. In ready-mix application, this improves the pumping, placing, leveling, and finishing of concrete, greatly improving workability and rheological properties.

The production of centrifugal precast products such as pipes, poles and piles produces a significant amount of “sludge” waste, which in turn can be considerably costly for producers. The new MasterEase precast-range can reduce excess sludge, improve surface finish and improve durability through improvement in concrete strength.

Takahiro Ikeda, Director of Construction Chemicals, BASF Japan, said, “Innovation is the key driver to our company’s growth. MasterEase is an embodiment of that innovation. I believe that this new product can help our customers save labor cost, improve efficient and quality, and reduce environmental impact.”

About the Construction Chemicals division

BASF’s Construction Chemicals division offers advanced chemicals solutions for new construction, maintenance, repair and renovation of structures: 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 control systems and wood protection solutions.

The Construction Chemicals division’s about 5,500 employees form a global community of construction experts. To solve our customers’ specific construction challenges from conception through to completion of a project, we combine our know-how across areas of expertise and regions and draw on the experience gained in countless construction projects worldwide. We leverage global BASF technologies, as well as 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 centers in more than 50 countries and achieved sales of about €2.3 billion in 2015.

About BASF Japan

BASF started doing business in Japan in 1888. Activities cover four business segments including chemicals, performance products, functional materials & solutions and agricultural solutions. The main production sites are in Chigasaki (admixtures for concrete, construction materials), Kitatone (personal care ingredients), Isohara (plastic additives), Totsuka (coatings), and Yokkaichi (thermoplastic polyurethanes and polymer dispersions). Admixture plants for the Construction Chemicals division are also located nationwide. BASF maintains a strong research and development presence in Japan including the BASF Asia Composite Center, established in the Yokohama Innovation Center (engineering plastics), and the Research and Development Laboratory and Application Technology Center for Battery Materials in Amagasaki. As of the end of 2015, BASF employed 1,209 employees in Japan, and achieved sales of about €1.5 billion to customers in Japan. For further information please visit: www.basf.com/jp.