



News Release

P246/18e
July 3, 2018

Gold and Silver Awards for Sustainability Campaign from Master Builders Solutions[®]

“Quantified Sustainable Benefits” – the sustainability campaign from Master Builders Solutions[®] convinced the juries of both the *Deutscher Preis für Onlinekommunikation* (German Award for Online Communications) and the *Best of Content Marketing Award (BCM)*, Europe’s biggest content marketing competition. The campaign has won a Gold Award at Deutscher Preis für Onlinekommunikation 2018 in the category “Microsite” as well as three Silver Awards at Best of Content Marketing Award 2018 in the categories “B2B Campaign”, “B2B Crossmedia”, and “B2B Microsite”.

“We are very proud of this success. The focus of the campaign is on customer success stories from all over Europe showing how advanced chemistry from Master Builders Solutions can solve essential day-to-day challenges of our customers, leading to better performance, lower cost and footprint reductions,” said Philipp Kley, Senior Vice President Construction Chemicals Europe at BASF. The results are quantifiable and measured by certified tools like the Life-Cycle-Analyzer (LCA) for concrete or the Eco-Efficiency Analysis.

One example is Marti Tunnelbau. The Swiss tunneling company relies on MasterEase from BASF for the construction of the Tunnel de Champel in Geneva,

Switzerland. Thanks to this unique superplasticizer enhancing concrete rheology, the sprayed concrete remains easy to pump with its longer workability time. The robustness of MasterEase is compatible with a wide range of cement types and enabled Marti Tunnelbau and the Cement supplier Holcim Switzerland to switch to a more economical cement, thereby reducing CO₂ emissions by six percent as well as transportation costs.

The campaign has been running since March 2017 in many European countries – campaign and website have been developed and realized together with the agency *Vier für Texas* based in Frankfurt, Germany. Further examples of more efficient use of resources, an improved life cycle assessment, and significant cost reductions enabled by Master Builders Solutions products are available at the award-winning microsite: www.sustainability.master-builders-solutions.basf.com

About the Construction Chemicals division

Under the international Master Builders Solutions trade name, the Construction Chemicals division at BASF offers advanced chemical solutions for the new construction, maintenance, repair, and renovation of structures. Our comprehensive range includes concrete admixtures, cement additives, chemical solutions for underground construction, sealing products, systems for the protection and repair of concrete, high-performance mortar, industrial floors, tile laying systems, expansion joints, and wood protection solutions.

The approximately 6,000 employees in the Construction Chemicals division form a global team of construction experts. To meet the challenges faced by our customers from the planning stage through to the completion of a construction project, we pool our know-how and expertise across all specialist fields and regions and apply our experience from numerous construction projects around the world. We use global BASF technologies and our in-depth knowledge of local construction requirements to develop innovations that make our customers more successful and advance sustainable construction.

The division operates production facilities and sales locations in more than 60 countries and generated sales of around €2.3 billion in 2016.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 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 five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of €64.5 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.