

Press release



Master Builders Solutions® for the first time at BAU in Munich

In January 2015, BASF will be presenting its new Master Builders Solutions brand for the first time at the BAU trade fair in Munich. The company will be showing its broad portfolio of solutions in the field of concrete technologies, performance flooring and waterproofing systems, as well as concrete repair and refurbishment.

The products presented give an impression of the wide range covered by the Master Builders Solutions brand introduced in Europe in 2014. One of the highlights is Green Sense® Concrete technology for the resource-efficient production and processing of concrete, which has been offered by BASF in Europe since 2014. Green Sense Concrete is a package allowing manufacturers to optimize the cost of concrete as well as features such as load bearing capacity, processing properties, service life and

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environmental compatibility. The package includes three components: the optimization of the concrete formulation by BASF experts, the use of high-performance concrete admixtures from the Master Builders Solutions brand, such as MasterGlenium, and a life cycle analysis for the concrete formulation. This analysis allows the economic and environmental performance of the concrete to be compared with a conventional concrete formulation. Documentation of this analysis can contribute in a cost-effective way to an improved assessment of the building in sustainability certification procedures such as DGNB or LEED. For example, with the help of Green Sense Concrete technology, it was possible to save about 15,800 tonnes of CO₂ equivalents as well as about 25,400 megawatt-hours of energy in the construction of the new One World Trade Center in New York City, USA, compared with a conventional concrete formulation.

High-performance flooring and wall coverings

In the field of flooring systems and wall coverings, BASF will be presenting products from its MasterTop and Ucrete series: MasterTop flooring solutions based on polyurethane resin are extremely strong, attractive, pleasant to walk on and durable. MasterTop PU systems harden without any seams, creating a homogeneous surface that is strong and easy to clean; for applications in medical facilities, care and educational establishments, office and administrative buildings, shops, hotels and industrial facilities. The liquid-applied coverings allow the seamless coating of even the most complex shapes as well as virtually unlimited possibilities of individual design, as regards shapes, colours and motifs, in combination with the wide variety of MasterTop colours.

MasterTop wall covering systems are also applied in liquid form, creating a seamless, impact-resistant surface. The polyurethane systems adapt seamlessly to MasterTop floors, providing a decorative eye-catcher, a hygienic atmosphere of well-being and a holistic interior design, especially in wellness areas and wet rooms.

MasterTop epoxy flooring products create a homogeneous surface that is seamless with the exception of expansion joints. They are therefore easy to clean and feature low maintenance and cleaning expenses. As a result of their high resistance to a large number of acids and alkaline substances and their considerable mechanical strength, MasterTop epoxy flooring products are mainly used in production facilities and warehouses. Thanks to their long service life, they ensure economical flooring in industrial facilities.

For decades, the Ucrete polyurethane concrete system has been setting standards as a high-strength industrial floor that is at the same time resistant to chemical, mechanical and thermal stresses – depending on the coating thickness, Ucrete systems can be used up to maximum temperatures between 40°C and 130°C. They also feature high impact strength, anti-slip properties and long service lives, combined with low maintenance requirements that ensure high environmental compatibility. As these systems are odourless and have no impact on taste, Ucrete is ideal for use in food and beverage production as well as in the chemical and pharmaceutical industries.

Sustainable waterproofing solutions

The Master Builders Solutions experts from BASF are also presenting sustainable waterproofing solutions for complex industrial buildings and plants at the trade fair. These solutions can be used from the foundation to the roof, in areas exposed to chemicals or where drinking water or foodstuffs may come into contact with the waterproofing membrane. MasterSeal waterproofing solutions from BASF include systems that may be applied manually or by spraying, as well as primers suitable for application to a variety of substrates.

MasterSeal traffic systems offer special solutions for parking areas, which are often subject to extreme mechanical, chemical and dynamic loading. The concrete therefore needs special protection to maintain its functional properties in a cost-effective way in the long term. This protection is offered by surfaces coated with

MasterSeal traffic systems which consist of several layers and can therefore be precisely tailored to the requirements of the individual project. They are ideal for new projects, rehabilitation work and the rapid refurbishment of parking spaces, ramps and spiral ramps. The large selection of colours available means that signs can be included, drivers can be provided with orientation and car parks can be given a clearly structured appearance.

Concrete repair and surface protection

For concrete repair and surface protection, BASF is presenting MasterEmaco: the comprehensive solutions in this range are suitable for concrete damaged by extreme weather conditions.

MasterEmaco repair mortars and levelling compounds replace the damaged concrete and restore the original strength, integrity and appearance of the structure. The MasterProtect range includes a number of high-performance waterproof and chemical-resistant coatings that withstand difficult weather conditions, contaminated environments and corrosive substances.

About BASF

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.

About the Construction Chemicals division

BASF's Construction Chemicals division offers advanced chemical 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 and protection systems, performance grouts, performance flooring systems, tile fixing systems, expansion control systems and wood protection solutions.

The Construction Chemicals division's 5,700 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 €2.1 billion in 2013.

Master Builders Solutions from BASF

Under the Master Builders Solutions® brand, BASF bundles its advanced chemical solutions for new construction, maintenance, repair and renovation of structures. Master Builders Solutions is built on the experience gained from more than 100 years in the construction industry. The comprehensive portfolio under the brand encompasses concrete admixtures, cement additives, chemical solutions for underground construction, waterproofing solutions, sealants, repair and protection solutions, performance grouts, and performance flooring solutions.

Master Builders Solutions is backed by a global community of BASF construction experts. To solve our customers' specific construction challenges, we combine the suitable elements of our portfolio, 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.