

Press Release



MasterTop PUre floor design – support and inspiration with decorative flooring solutions by BASF

- **Polyurethane flooring solutions as an inspiration for innovative room design**
- **Book and website provide application examples and interactive tools**
- **Master Builders Solutions as best connected partner for flooring solutions**

Mannheim, Germany – December 3 – The MasterTop PUre floor design campaign provides support for designers and architects to select appropriate seamless polyurethane floor systems for their projects. The main advantages are: information at a glance, specially developed and inspiring color schemes and interactive tools that

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support choosing and contacting the right experts. MasterTop PUre floor design includes decorative, polyurethane based floor solutions and presents its unique, pure design possibilities in a high-quality book as well as on the internet. The campaign fuels the creativity of architects and owners and helps them to make the right choice – for a tailor-made flooring solution.

In the MasterTop PUre floor design book the Master Builders Solutions experts present a wide range of completed designs which show how creative comfortable MasterTop floors from BASF can be. The book presents a wealth of rich colors, unusual shapes and artistic possibilities – as an inspiration for a unique decorative floor. In addition, a whole chapter of the book deals with colors for floor designs. It proposes several color schemes of versatile, unique, harmonious colors and shades that were especially developed by Master Builders Solutions.

Further support for customers is given by the website www.purefloor.master-builders-solutions.basf.com. It provides additional information about flooring solutions, focusses also on sustainability aspects of MasterTop floors and gives interested individuals the possibility to contact Master Builders Solutions experts easily. Moreover it presents the PUre floor selector – a tool designed to help find the most suitable MasterTop flooring solution for individual requirements.

“Our MasterTop PUre floor design campaign underlines our approach to be the best connected partner for flooring solutions and helps us to further increase our service offering by providing inspiration, direct contact and information in a nutshell,” says Luc Van Eldere, Head of Business Segment Management, Performance Flooring Europe.

MasterTop flooring solutions are well-suited for a wide range of applications. The requirements for each individual floor are different – therefore MasterTop products have been developed in such a way that they can be tailored individually to meet specific performance criteria and technical and aesthetic requirements, as well as to allow

fast, cost-effective application. The non-solvented MasterTop flooring systems feature low emissions, high strength and low maintenance costs combined with high durability, and thus offer key benefits to applicators. Thanks to the wide variety of colors available and liquid application, these flooring systems allow seamless floor designs with personalized shapes and colors.

For more information please visit:

www.purefloor.master-builders-solutions.basf.com

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 over €74 billion in 2014 and around 113,000 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 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 5,400 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 2014.

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, form release agents, cement additives, chemical solutions for underground construction, waterproofing solutions, sealants, repair & 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.