

# Press Release



## **BASF launches Ucrete MF40AS industrial flooring system on the European market**

- **Antistatic flooring system**
- **New colors and improved aesthetics**
- **New video shows the toughness of Ucrete**

**Mannheim, Germany – December 6, 2016** – With Ucrete MF40AS BASF has launched a new heavy-duty antistatic flooring system that is based on a polyurethane cement technology. It complements the BASF product portfolio of chemical solutions for construction, which is bundled under the Master Builders Solutions® brand.

Ucrete MF40AS offers numerous advantages in terms of a safe and aesthetic working environment, robustness and durability: Thanks to

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its antistatic properties, the flooring system protects electrostatic-sensitive devices and can be used in explosion hazard areas.

“Our customers’ demand for antistatic flooring systems is growing. This is a result of the EU ATEX (ATmosphères EXplosibles) directives that state requirements in the field of explosion protection, as well as the growing number of electronic components that are being used throughout industry. With the launch of Ucrete MF40AS we aim to meet this increasing demand and further strengthen our portfolio of industrial flooring solutions,” says Philip Ansell, European Marketing Manager for Ucrete Industrial Flooring at BASF. Ucrete MF40AS’s combination of chemical resistance, durability and antistatic features represents a unique offering for a safe working environment – especially for customers in the food, pharmaceutical and manufacturing industries.

Thanks to its new technology, Ucrete MF40AS is also available in the new colors, cream and bright yellow, in addition to the standard range. Like all Ucrete flooring solutions, the new system is dense and impervious, meeting the highest hygienic standards and withstanding extreme thermal, mechanical and chemical impact – thus offering a long service life.

This robustness and durability of Ucrete flooring solutions is demonstrated in a video clip called “Ucrete Destruction Challenge”. The Master Builders Solutions experts tested Ucrete flooring under the harshest conditions – for instance freezing it with liquid nitrogen or hitting it with a sledge hammer – and the floor withstood everything.

Ucrete is the world’s toughest floor. It was launched in 1969 and has since then been used in various industries – including the food and beverage, chemical and pharmaceutical industries. Thanks to its good cleanability as well as chemical, thermal and mechanical resistance, Ucrete flooring is well-suited for spaces where a robust, hygienic and durable floor is required.

You can find the video and more information about Ucrete on the internet at:

[www.ucrete.basf.com](http://www.ucrete.basf.com)

For an overview of the Ucrete portfolio as well as further information about the products and system solutions of Master Builders Solutions from BASF please visit:

[www.master-builders-solutions.basf.co.uk](http://www.master-builders-solutions.basf.co.uk)

### **About Master Builders Solutions from BASF**

Master Builders Solutions is BASF's brand of advanced chemical solutions for construction. The Master Builders Solutions brand is built on the experience gained from more than 100 years in the construction industry. The comprehensive portfolio under the Master Builders Solutions brand encompasses lasting solutions for new construction, maintenance, repair and renovation of structures: Concrete admixtures, cement additives, chemical solutions for underground construction, waterproofing solutions, sealants, repair & protection solutions, performance grouts, performance flooring solutions. The Master Builders Solutions brand is backed by a global community of BASF construction experts. To solve our customers' specific construction challenges from conception through to completion 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. Further information at [www.master-builders-solutions.basf.com](http://www.master-builders-solutions.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 5,500 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**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 112,000 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 more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN).

Further information at [www.basf.com](http://www.basf.com).