

Press Release



Master Builders Solutions® at BetonTage trade show in Neu-Ulm

- **MasterEase® range of plasticizers among finalists for the innovation prize of the concrete-elements supply industry**
- **Presentation of the innovative MasterFiber® product series**
- **Practical demonstration of Master X-Seed for winter concreting**

Neu-Ulm, Germany, 10. February 2017 – From 14 through 16 February, Master Builders Solutions® experts from BASF will present their solutions for customers from the concrete and precast industries at the BetonTage trade show in Neu-Ulm at booth no. 19/20. The solutions presented also include the MasterEase® range of plasticizers which is among the three finalists for the 2017 installment of the

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Gianna Pažický
Phone: +49 173 3075445
gianna.pazicky@basf.com

BASF SE
67056 Ludwigshafen
Phone +49 621 60-0
<http://www.basf.com>

innovation prize of the concrete-elements supply industry (Innovationspreis der Zulieferindustrie Betonteile). The prize will be awarded as part of the BetonTage opening ceremony.

Based on an innovative molecule structure, MasterEase products deliver concretes of low viscosity and optimized rheology and workability. The new technology facilitates the resource-saving optimization of concrete mix-designs, as well as making the installation process more time-efficient and producing concrete surfaces of exceptionally high quality. Notably, the mixing, pumping, installation and troweling of mixes that incorporate high proportions of supplemental cementitious materials and/or problematic aggregates become much more straightforward.

In concrete construction, the rheology of the fresh concrete is a crucial quality-assurance factor. This was also a focal topic during the construction expert forum (Experten-Forum Bau) organized by BASF in Ludwigshafen, Germany, in January 2017 and attended by some 60 participants from Germany, Austria and Switzerland. The event also served to highlight the favorable impact the innovative MasterEase plasticizer has on the viscosity and thus on the workability and quality of fresh concrete.

MasterFiber® as an alternative reinforcement for concrete

The BetonTage trade show will also see a presentation of the innovative MasterFiber series of products. With the polypropylene fibers of the MasterFiber series, BASF now offers an alternative reinforcement method for concrete. These stainless fibers can, for instance, almost completely replace the steel reinforcement in industrial floors or exterior areas. The high-performance fibers can be used to produce what are known as Strain-Hardening Cement-Based Composites (SHCC) – construction materials that facilitate highly intricate and durable construction elements. Among other applications, the fibers are used for facade elements and delicate precast-concrete elements, for example. The synthetic fibers from Master Builders Solutions ensure durable, economic and reliable solutions.

Improving concrete quality in winter

As part of the technical program in Neu-Ulm on 16 February, BASF experts Dipl.-Ing. Ronald König and Dr. Hans-Günter Hauck will focus on the positive effect the innovative hardening accelerator Master X-Seed has on winter concreting. Due to delayed cement hydration in low environmental temperatures, undesired effects – e.g. delayed development of compressive strength or green strength, or discoloration of fairfaced-concrete surfaces – often occur during cold seasons. The Master X-Seed accelerator helps prevent such detrimental effects, which a practical demonstration will serve to illustrate.

New sustainability campaign

At the BASF booth at the BetonTage trade show, visitors will have the opportunity to stay current on how products from Master Builders Solutions help improve eco-efficiency. Customers are enabled to, for instance, utilize resources more efficiently and significantly reduce costs, as documented by assessment methods such as BASF's Eco-Efficiency Analysis or the Life-Cycle Analyzer. Providing many relevant examples, the Europe-wide Master Builders Solutions sustainability campaign was launched in 2017. The campaign showcases projects where customers were able to increase their productivity while at the same time reduce costs and emissions thanks to the advanced chemistry from BASF. In one such example, a large German precast manufacturer was able to reduce its energy costs by 15 percent and its CO₂ footprint by 10 percent through using Master X-Seed and obtaining a 50-percent acceleration in concrete hardening. Additional project case studies can be found on the new website at www.sustainability.master-builders-solutions.basf.com.

More information on the MasterEase product series as well as on other innovative products can be found at:

www.master-builders-solutions.basf.com

About the innovation prize from the concrete component supplier industry

The innovation prize from the concrete component supplier industry is awarded annually by FBF Betondienst, host of the Ulmer BetonTage, and the "BFT International Betonwerk + Fertigteile-Technik" professional journal. Awards are given for innovation in areas such as concrete technology. Assessment criteria include the level of innovation and the originality of the nominees, relevance for the precast concrete component industry, market and application potential, and compliance with technological standards.

About BASF's 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 & 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 (BAS).

Further information at www.basf.com.