

News Release



Master Builders Solutions® at the BIBM Congress in Madrid

- **Precast solutions for increased productivity and reduced costs and emissions**
- **Presentation of the innovative product series MasterFiber and MasterEase**
- **Showcase projects from the new sustainability campaign**

Madrid, Spain, May 17, 2017 – BASF will present its broad portfolio of concrete solutions at the BIBM Congress in Madrid – one of Europe`s most important meeting points for the precast industry. From May 17-19 the experts from Master Builders Solutions will meet the visitors on stand 83.

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The solutions presented include for example the MasterEase range of plasticizers: 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, 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.

MasterFiber as an alternative reinforcement for concrete

The BIM 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. The synthetic fibers from Master Builders Solutions ensure durable, economic and reliable solutions.

New sustainability campaign

Visitors will also have the opportunity to stay current on how products from Master Builders Solutions help improve eco-efficiency: Many relevant examples are provided by the Europe-wide Master Builders Solutions sustainability campaign 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% and its CO₂ footprint by 10% 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.

For further information on innovative BASF products for the construction industry, please go to www.master-builders-solutions.basf.com.

About the Construction Chemicals division

BASF's Construction Chemicals division offers advanced chemical solutions under the global umbrella brand Master Builders Solutions for the construction, maintenance, repair and renovation of structures. The brand is built on more than 100 years of experience in the construction industry. 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 joints & control systems and wood protection solutions.

The Construction Chemicals division's approximately 6,000 employees form a global community of building experts. To solve our customers' specific construction challenges from conception through to completion of a project, we draw on our specialist know-how, regional expertise and the experience gained in countless constructions projects worldwide. We leverage global BASF technologies and 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 offices in more than 60 countries and achieved sales of about €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 approximately 114,000 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 about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at <http://www.basf.com>.