



News Release

P218/18e
June 5, 2018

Master Builders Solutions[®] presents new superplasticizer technologies for the ready-mixed concrete industry at the ERMCO Congress

- » **MasterEase makes the pumping and placing of concrete easier**
- » **MasterEase 9000 series and MasterSure LDP maintain concrete consistency longer and allow the production of low-viscosity concrete with longer processing times**

As a Gold Sponsor at the 18th ERMCO Congress, which is being held in Oslo, Norway, on June 7 and 8, 2018, BASF is presenting its broad portfolio of innovative solutions for the ready-mixed concrete industry under the brand name of Master Builders Solutions[®]. At the Congress, users can learn about the benefits of the latest superplasticizer generation.

Products in the MasterEase series are water-reducing admixtures that significantly improve the rheological properties of fresh concrete. This makes it easier for concrete mixtures with a high share of aggregates to be mixed, pumped, placed and smoothed. MasterEase admixtures allow the resource-efficient optimization of concrete, time-efficient construction and the production of concrete surfaces of outstanding quality. The advantage for customers: MasterEase ensures low viscosity and at the same time a high stability of the concrete mixture.

New MasterEase 9000 series and MasterSure LDP for long consistency maintenance and the production of low-viscosity concrete with extended processing times

New to the portfolio: The MasterEase 9000 series was developed especially for ready-mixed concrete and on-site applications. The innovative technology allows the production of extremely low-viscosity concrete. In addition, it ensures high-quality concrete with long processing times and outstanding rheological properties.

Also new: MasterSure LDP comes from the MasterEase 9000 product range and is a special superplasticizer for applications where very long consistency maintenance is required in combination with top-class rheology for example for foundation pile concretes or long-distance pumping. MasterSure LDP technology allows the consistency of flowable concretes to be maintained for three hours and longer. The benefit to the customer is that concrete remains workable and stable over long transportation and pumping distances.

You will find further information on the innovative Master Builders Solutions superplasticizers and the ERMCO at rheology.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 6,500 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 €2.4 billion in 2017.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 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 €64.5 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.