



## News Release

P362/18e  
November 8, 2018

### Master Builders Solutions<sup>®</sup> at Architect@Work events

- » **MasterTop 1327-20dB – innovative PU flooring system which combines outstanding acoustic performance, exclusive design and sustainable properties**
- » **BRE Global certified flooring solution**

Master Builders Solutions<sup>®</sup> will attend two upcoming Architect@Work events in Germany: A@W Berlin on November 7-8 at Station Berlin, booth #145; and A@W Stuttgart on December 5-6 at Messe Stuttgart - Hall 10, booth #173.

In the course of the year experts from Master Builders Solutions had already joined several A@W events all over Europe – Denmark, France, UK, Spain and the Netherlands – to present MasterTop 1327-20dB, the latest flooring innovation for decorative applications. “All events were very successful and gave us the chance to meet architects and designers and to explain to them all the advantages of our innovative resin flooring solutions,” said Luc Van Eldere, Head of Business Segment Management Performance Flooring Europe. “Architect@Work is a series of events of strategic importance for our Construction Chemicals division and in particular for the flooring business. It will be a pillar of our external communication strategy also in 2019.”

## **MasterTop 1327-20dB flooring solution**

MasterTop 1327-20dB is a seamless polyurethane flooring system that offers great advantages in terms of room acoustics, design and also sustainability as demonstrated by the recent achievement of BRE Global certification. MasterTop 1327-20dB is the ideal solution for any environment where a pleasing appearance, high walking comfort and minimum noise levels are equally important, such as hospitals, educational facilities, offices, hotels and museums.

It is the only liquid-applied flooring system in the world allowing a reduction of up to 20dB in vertical sound transmission – e.g. impact noise – thanks to an innovative soundproofing layer also applied in liquid form like all the other components of MasterTop 1327 systems. Thus, the application of the flooring is simplified, especially in rooms with complex shapes, and allows maximum creative freedom and individual floor designs.

A specific customer success story on MasterTop 1327-20dB and its significant noise reduction properties is available on BASF's construction sustainability campaign website at: [www.sustainability.master-builders-solutions.basf.com](http://www.sustainability.master-builders-solutions.basf.com)

MasterTop 1327-20dB is part of a complete series of systems which contribute to optimal indoor air quality and comply with the low emission limits of the AgBB standard (German Committee for Health-related Evaluation of Building Products). Thanks to their extreme durability and easy maintenance, they generate low life-cycle costs.

## **MasterTop 1300 flooring systems achieve A+ ratings in BRE's Green Guide**

Systems of the MasterTop 1300 series, a polyurethane resin flooring range including MasterTop 1327-20dB, are now A+ listed for different specifications in the Building Research Establishment (BRE)'s Green Guide that gives designers and specifiers guidance on the best environmental choices when selecting construction materials and components. The BRE assessment measures building materials' environmental impact across their entire life cycle. BRE Global approved building types are categorized as domestic, health, industrial, commercial, retail or education. Specifiers can search under these building types for rated materials for many

aspects of the building's construction such as windows, walls, roofs and floor finishes.

The Green Guide's online resource can be accessed at: [www.greenbooklive.com](http://www.greenbooklive.com)

You will find further information about our products and system solutions 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 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 four segments: Chemicals, Performance Products, Functional Materials & Solutions and Agricultural Solutions. BASF generated sales of more than €60 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](http://www.basf.com).