



# News Release

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## **Master Builders Solutions<sup>®</sup> provides digital planning tool for the construction industry**

- **Easily define project scenarios, applications and conditions**
- **Customized report with solutions, BIM objects and product documentation**
- **Available anytime, anywhere**

With the Online Planning Tool, Master Builders Solutions<sup>®</sup> by BASF has developed an innovative specification tool that not only helps construction professionals find the right solutions for their projects quickly and easily, but also adjusts flexibly to changing project requirements and provides crucial information along each step of the project-planning process. The Online Planning Tool is available in local languages in over ten European countries, as well as in English.

### **Well received by the industry**

“The tool has already been successfully used in real-life practical application,” reports Elisabeth Casas Bolivar, Project Manager and responsible for conceptual development of the Online Planning Tool at BASF. “In Spain, for instance, a number of engineering firms have been making very active use of the tool for some time now, and in Italy, Poland and Germany the Online Planning Tool is currently supporting the design stage of infrastructure projects in the water-management sector.”

### **Detailed information, customized on the go**

Technical data sheets, specification documents, declarations of performance, certificates, BIM objects, as well as, where available, relevant reference projects and application videos supplement the data. With a single click, product and application pricing information can be requested, and the project report is compiled and immediately made available for download.

Casas Bolivar explains that feedback has been positive throughout: “Our customers praise the straightforward download process for the specific project documentation and pricing information they require, for instance.”

### **Online planning – easy, fast, and smart**

The Online Planning Tool is available free-of-charge and can be used anytime, anywhere – on desktop computers as well as on mobile devices such as tablets or smartphones. The project report can be accessed whenever required, and quickly modified to reflect any new requirements as they arise.

More information: [www.online-planning.construction.basf.com](http://www.online-planning.construction.basf.com) and [blog.master-builders-solutions.basf.com](http://blog.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).