



News Release

P411/19e
17. December 2019

MasterTop 1912 – the innovative, low-emission flooring system for durable esthetics across industrial areas

- » Higher scratch and wear resistance
- » Reduced cleaning and maintenance costs
- » Significant reduction of VOC emissions

The MasterTop 1900 range, from the broad Master Builders Solutions[®] portfolio of advanced flooring solutions, provides esthetic flooring systems that are particularly suitable for industrial areas.

Part of the 1900 range, the innovative MasterTop 1912 system, meets the highest requirements regarding wear resistance, durability and visual appearance, and scores with low emission values. The unique high performance of the 1912 system is given by Master Builders Solutions' Xolutec[™] technology.

Xolutec[™] is the result of intensive research efforts and was developed for special construction materials used in areas characterized by high mechanical and thermal stress. The innovative technology ensures exceptional scratch, wear resistance and low dirt pick-up.

MasterTop 1912 thus provides a resilient as well as visually attractive flooring solution particularly suitable for use in industrial areas such as production facilities, laboratories or warehouses.

This is highlighted clearly by current reference projects where customers have drawn major quantified benefits from using MasterTop 1912, reducing both their maintenance costs as well as their environmental footprint.

Thanks to MasterTop 1912, Polopique, the largest textile company in northern Portugal, was able to durably increase its production efficiency – from an economic as well as from an ecological perspective. “The substantial benefits we obtained with this solution include a reduction in maintenance and cleaning costs by 50%, a 4.5-fold increase in scratch resistance, and a 40% reduction in emissions*”, Isabel Carneiro, Polopique’s General Manager, summarizes.

“With the old floor in our production hall showing increasing signs of brittleness and crack formation, we had to find an effective and durable solution that would be able to withstand the daily impact and retain its visual appeal”, Carneiro goes on to say.

Some years previously, the Master Builders Solutions experts had installed other flooring systems from their portfolio elsewhere at Polopique’s Vizela site. In successful use to this day, those floors have laid the foundation for customer confidence.

“For us, Polopique is a reference plant”, says Carla Santos, Sales Manager at Master Builders Solutions Portugal. “And not just the fact that we can look back on an established, successful cooperation is noteworthy here. The customer’s corporate strategy, too, perfectly matches our own values, with sustainability a long-established core element of their philosophy. This is why the company placed great emphasis on a highly sustainable solution for the 10,000-m² floor surface in their production hall.”

MasterTop 1912 conforms to the highest sustainability standards: It complies with AgBB, is in line with AFFSET emission limit values, and has received A+ classification.

*Compared to conventional water-based topcoats. Values given are based on a case study carried out at Polopique, Vizela, Portugal.

Carneiro confirms: “The benefits of MasterTop 1912 in terms of sustainability have convinced us. This is why we opted for this system.”

This success story is part of Master Builders Solutions’ “Quantified Sustainable Benefits” campaign, launched across Europe in 2017. The campaign focuses on projects where customers were able to increase their productivity while, at the same time, reducing costs and emissions thanks to the advanced chemistry provided by Master Builders Solutions. The campaign was awarded the German digital-communication award (Deutscher Preis für Onlinekommunikation) for “best microsite” in 2018, and in 2019 it received the German Brand Award in the “storytelling and content marketing” category.

More information on the innovative Master Builders Solutions products can be found at: www.master-builders-solutions.basf.com

Success stories from the “Quantified Sustainable Benefits” campaign can be found at: www.sustainability.master-builders-solutions.basf.com

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The Construction Chemicals division’s approximately 7,000 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 €2.5 billion in 2018.

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