



News Release

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Master Builders Solutions announces the launch of Ucrete CS heavy-duty color-stable flooring for enhanced esthetics

- » **Enhanced resistance to discoloration from chemical staining and ultra-violet light**
- » **Long-lasting attractive appearance for heavy-duty environments in the food and beverage industries**
- » **Extended range of stable colors, including pastel shades**

The innovative color-stable Ucrete CS flooring system from Master Builders Solutions[®] is being launched across Europe in the first half of 2020. Ucrete CS builds on 50 years of excellence in heavy-duty industrial flooring. 'CS' stands for 'color stable' and describes the system's new benefit: enhanced color stability. This feature is achieved by advanced UV stability, reducing yellowing, even if the floor is exposed to intensive UV light for many years. In addition, the discoloration of the surface due to chemical stress is minimized. Thanks to the system's advanced color stability, Ucrete CS sets the new benchmark for esthetic requirements in highly challenging environments, especially in the food and beverage sector.

Andrew Tasker, Head of Global Strategic Marketing, Performance Flooring at Master Builders Solutions, explains: "Many Ucrete floors are still in service after several decades in the harshest environments, demonstrating their long-term performance and lowering the cost of ownership. Our innovative Ucrete CS system

not only convinces in terms of sustainability and cost efficiency, it also represents a real step change for our customers' esthetic expectations, reducing chemical staining with no color change from UV light. Visually appealing floors are in great demand in the market, but also very difficult to achieve in challenging environments, like in the food processing industry. Despite the focus on the enhanced esthetics of Ucrete CS, there are no changes regarding the outstanding performance that Ucrete has brought for many decades." Tasker emphasizes: "For us at Master Builders Solutions, it is very important not to compromise on the functionality and performance of our products."

Consequently, all the valuable performance characteristics that have made Ucrete flooring the market leader for aggressive processing areas are retained, including:

- Chemical resistance (including organic and inorganic acids)
- Temperature resistance
- Impact resistance
- Anti-slip resistance
- Minimized downtime during application
- Hygiene
- Durability

Ucrete CS is the clear choice where a high-performance, durable, low-maintenance floor with long-lasting enhanced esthetics is required. For the food and beverage sector – including dairies, breweries and soft drink production – but also pharmaceuticals and chemicals, Ucrete CS is ideally suited.

Ucrete – heavy-duty flooring innovations for more than 50 years

From the start, innovation has been one of the most important key drivers in the development of all Ucrete systems. Significant investment in research and development has allowed it to reach many milestones during the last 50 years, such as:

- 1982: The first antistatic hygienic terrazzo floor for the pharmaceutical industry;
- 1993: The first flow-applied heavy-duty screed with thermal shock resistance for ergonomic application;

- 2003: The first systems with specifiable slip-resistance profiles – the key safety requirement for the food and beverage industry;
- 2011: The first non-tainting, rapid-curing systems to minimize downtime, even at cold temperatures;
- 2018: Monolithic, thermal-shock-resistant antistatic flooring.

The innovative Ucrete CS system represents another important milestone in Ucrete's history. With its color stability Ucrete CS is attractive, highly durable, hygienic and safe.

Learn more about the new Ucrete CS system [here](#).

General information about Ucrete – the world's toughest floor – can be found on the [Ucrete website](#).

[Here](#) you can watch the anniversary video "50 Years of Ucrete".

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 7,200 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 2019.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 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 six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2019. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.