

# News Release



## **MasterEase® admixture for reducing viscosity of concrete now available in Thailand**

- **Innovative concrete admixture significantly improves rheological properties of concrete**
- **Improved concrete mix stability facilitates easier pumping, placing, and finishing of high performance concrete**

**Bangkok, Thailand – September 5, 2016** – BASF has launched its innovative concrete admixture range MasterEase® for the Thai market. MasterEase® brings significant improvement to the rheological properties and the stability of high-performance concrete.

The MasterEase® admixture range, based on a novel polymer technology, is a faster and more economical solution that helps reduce the plastic viscosity of concrete by up to 30 percent. Hence, it reduces the time and effort for pumping and placement of concrete, making installation much easier and faster.

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“Innovation is an important driver for our long-term growth. We collaborate with our customers to continuously work on new products and solutions as well as innovative technologies. With the launch of MasterEase, we are offering our most advanced, globally certified products in Thailand to support our customers in overcoming construction challenges and realizing their projects,” said Arnold De Silva, Head of BASF’s Construction Chemicals Division in Thailand.

Concrete producers and users will benefit in many ways from this new technology, which is flexible and can be adapted to challenging situations such as temperature and material variations. It is particularly suitable for concrete mixes which are designed and optimized for advanced engineering properties and environmental friendliness. High-strength concrete with low water/cement ratios, and mixes with higher levels of secondary cementitious materials, reduce concrete’s carbon footprint. MasterEase makes it easier to produce and place these concrete mixes and thus helps engineers and investors to improve the sustainability ratings of their projects.

“This year BASF celebrates 50 years of business operation in Thailand. The construction industry is one of the key growth drivers of the country, accelerated by government investment in public infrastructure, especially for transportation. We support this growth with our technologies and solutions, and help builders anticipate and tackle the many challenges arising from rapid urbanization. We aim to make construction more sustainable, fulfilling the needs of society while reducing impact on the environment,” said Mr. Petrus Ng, Managing Director of BASF (Thai) Ltd.

During the launch, a demonstration of the advantages of MasterEase was arranged for almost 100 invited guests, to experience the quality of the new technology up-close.

For further information on BASF's innovative products for the construction industry, please visit [www.master-builders-solutions.asiapacific.basf.com](http://www.master-builders-solutions.asiapacific.basf.com).

#### **About BASF's Construction Chemicals Division**

BASF's Construction Chemicals division offers advanced chemicals solutions for new construction, maintenance, repair and renovation of structures: 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 control systems and wood protection solutions.

The Construction Chemicals division's about 5,500 employees form a global community of construction experts. To solve our customers' specific construction challenges from conception through to completion of a project, we combine our know-how across areas of expertise and regions and draw on the experience gained in countless construction projects worldwide. We leverage global BASF technologies, as well as 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 centers in more than 50 countries and achieved sales of about €2.3 billion in 2015.

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 112,000 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 more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information at [www.basf.com](http://www.basf.com).