

News Release



BASF launches MasterEase: A new groundbreaking admixture range for low-viscosity concrete

- **New MasterEase product range for superior rheology of high performance concrete**
- **Low viscosity and concrete mix stability facilitate pumping and placing of concrete**
- **Optimizes the concrete mix design and allows reduction of CO₂ footprint**

Ludwigshafen, Germany; Istanbul, Turkey, June 5, 2015 – As global leader in concrete admixtures the Master Builders Solutions® experts have developed a new generation of polymers bringing a significant improvement in the rheological properties of concrete. Advanced concrete mixes often demonstrate a higher viscosity due to their low water contents. Although having a high level of

June 5, 2015
P238/15e

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150 years

 **BASF**
We create chemistry

workability, the concrete often appears harsh, sticky and therefore difficult to pump and process. This is especially true for engineering concrete with low water/cement ratios optimized towards having a low environmental impact.

To overcome these challenges BASF has developed MasterEase, a new admixture range developed for low-viscosity concrete, and will present this innovation at the ERMCO (European Ready Mix Concrete Organization) Congress in Istanbul.

With the new technology, plastic viscosity can be reduced by up to 30%, which results in a substantial reduction of pumping pressure required to pump the concrete on the construction site. Placing and finishing of the concrete is much easier, faster and hence more economic than using standard concrete. "Innovation is what drives our business. With our new products we want to meet our customers' needs, contribute to their success and strengthen our connectedness. This is the force behind MasterEase," says Ralf Spettmann, President Construction Chemicals.

"The new admixture technology enabling these properties is being made available globally under the brand of MasterEase," explains David Bowerman, Regional Business Segment Manager for Orient, Russia and Africa. "Ease stands for easiness of mixing, pumping, placing, leveling and finishing of concrete. After pioneering concrete technology with market leading products like MasterGlenium and Master X-Seed we are proud to present another groundbreaking innovation from Master Builders Solutions to the concrete industry".

Flexible and adaptable with improved workability retention

Concrete producers and users benefit in many ways from the new technology: It is flexible and can be adapted to challenging situations such as temperature variations. Moreover, the high level of rheology and workability retention minimizes the risk of jobsite addition of water: "This is a real added value for the contractors in terms of concrete durability," explains Jan Klügge, Head of Marketing Ready Mix Europe. "The concrete is easy to place, trowel and pump. Utilizing this concrete saves time and cost in every single construction project, it improves the utilization of the transportation

fleet and equipment and reduces the wear of mixers, pumps and pipelines.” In addition, the possibility to reduce mixing water even further without impacting the concrete rheology, opens new possibilities for improvement in concrete mix designs: Less water in concrete mixes implies higher performance and better durability.

“We already started to supply the new technology to the first construction projects. The feedback from the field is overwhelming,” says Jan Klügge.

The new technology is particularly suitable for concrete mixes which are optimized for advanced engineering properties and sustainability: The Green Sense Concrete concept from Master Builders Solutions. High strength concrete with low water/cement ratios, as well as mixes with higher levels of secondary cementitious materials, reduce the CO₂ footprint and are easier to produce and place. This helps engineers and investors to improve sustainability ratings of their projects.

Starting in Europe and the Middle East this technology will be globally available as MasterEase 3000 series for ready mix and site mix concrete applications.

For further information on the innovative BASF products for the construction industry, please go to www.master-builders-solutions.basf.com.

Master Builders Solutions from BASF

Under the Master Builders Solutions® brand, BASF bundles its advanced chemical solutions for new construction, maintenance, repair and renovation of structures. Master Builders Solutions is built on the experience gained from more than 100 years in the construction industry. The comprehensive portfolio under the brand encompasses concrete admixtures, form release agents, cement additives, chemical solutions for underground construction, waterproofing solutions, sealants, repair and protection solutions, performance grouts, and performance flooring solutions.

Master Builders Solutions is backed by a global community of BASF construction experts. To solve our customers' specific construction challenges, we combine the suitable elements of our portfolio, 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.

About the 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 5,400 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 €2.1 billion in 2014.

About BASF

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of over €74 billion in 2014 and around 113,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.