

# News Release



## **Master Builders Solutions® introduced to Underground Construction industry globally**

- **BASF showcases special expertise in chemical solutions for the Mining and Tunneling industries under new global brand**

BASF has introduced its new global brand Master Builders Solutions® to the Underground Construction industry, encompassing Tunneling, Hardrock Mining and Coal Mining. The global brand is a sign of BASF's commitment to the industry and has already been regionally launched in Asia Pacific to the whole construction industry. In several phases, Master Builders Solutions will be rolled-out worldwide by the

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end of the first Quarter of 2014. The portfolio of products and services marketed under the Master Builders Solutions brand embraces chemical solutions for new construction, maintenance, repair and renovation of buildings and infrastructure: concrete admixtures, cement additives, chemical solutions for mining and tunneling, waterproofing, concrete protection and repair products, grouts and high-performance flooring products.

"Master Builders Solutions embodies our ability to collaborate across technologies and functions on a global scale. That way we create solutions geared to meet the individual construction chemical challenges of our customers," said Dr. Tilman Krauch, president of BASF's Construction Chemicals division.

Many solutions from BASF's broad portfolio for the construction industry also contribute to the success of underground construction projects, some of them are addressing specific chemical challenges experienced in tunneling or mining. "The Master Builders Solutions brand will help our customers in the underground construction industry to see even better our overall range of solutions serving their needs from concrete admixtures or waterproofing solutions through to shotcrete accelerators, injections or TBM products", said Matthew Ross, Global Head of the Underground Construction team of BASF.

Under the new brand, the chemical solutions continue to focus on safety, efficiency and longevity and thus sustainability in order to fulfill the long term needs of tunnels and mines. The company's large research and development assets are base for an ongoing set of innovations to support the industry's needs. And it is based on decades of successful projects all over the globe, such as the Gotthard Base Tunnel in Switzerland: BASF has delivered concrete admixtures, shotcrete accelerator and fire protecting grouts for approximately 20 Kilometers of 57 Kilometer long tunnel.

BASF builds on that legacy with expertise, commitment and a customer-centered approach. In that manner, the Master Builders Solutions launch supports BASF's strategy to intensify its focus on customer industries such as Underground Construction.

## **New product name for Underground Construction: MasterRoc**

The range of products and services offered under the Master Builders Solutions brand features a globalized naming system and will be introduced in phases.

For the Underground Construction business segment the product name MasterRoc will be used for the following technologies:

- Sprayed Concrete
- Injection
- TBM
- Waterproofing membranes
- Mine Backfill

In addition to the products of MasterRoc, BASF is offering concrete admixtures and MasterSeal waterproofing solutions to the underground construction industries.

### **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 6,400 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 60 countries and achieved sales of about €2.3 billion in 2012.

### **About BASF**

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. 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 posted sales of €78.7 billion in 2012 and had more than 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](http://www.basf.com).