Master Builders Solutions
Creating chemistry for sustainable construction
Connecting to Construction

At BASF, we see infinite possibilities for intelligent, sustainable solutions that can solve the emerging challenges before us.

Master Builders Solutions, BASF’s brand of advanced chemical solutions for construction, consolidates all of BASF’s expertise to create solutions for new construction, maintenance, repair and restoration of structures. Master Builders Solutions is built upon the experience gained from more than a century in the construction industry. The Master Builders Solutions brand is backed by a global community of BASF construction experts.

We help solve our customers’ specific construction challenges from conception through project completion, by utilizing our know-how across areas of expertise and regions and by drawing on the experience gained in countless construction projects worldwide. We leverage global BASF technologies to develop innovations that help make our customers more successful and drive sustainable construction.
The broad portfolio under the Master Builders Solutions brand encompasses concrete admixtures, cement additives, chemical solutions for underground construction, waterproofing, joint sealants, concrete repair and protection, performance grouts and performance flooring.

Two other long established businesses operate under the umbrella of BASF’s Construction Chemicals division in North America but retain the individual brand recognition established over many years of leading their respective segments. A full line of EIFS, stucco systems, and air barriers from our Wall Systems business provide solutions for energy savings and beautiful building exteriors. The Watson Bowman Acme brand has provided a premier line of expansion joint solutions for over 60 years.
Combining Passion and Innovation

Our people are our brand and we are continuously working for our customers’ success. The technical experts within BASF are widely respected in the construction industry, actively leading and participating in key associations, on committees, at seminars and panels. With a deep understanding of the industry and our customers’ businesses, BASF employees contribute vast knowledge and talent toward the progress and change that will drive the construction industry into the future.

It’s our people that make a difference

Passion and commitment are powerful forces in affecting far-reaching change. In every area of our company, from R&D and technical service, to sales, customer service and manufacturing, our people are committed and passionate about what they do. It shows everywhere: from cutting-edge research and advancing technologies, to quality products and unsurpassed customer support. Our passion, extensive knowledge and pioneering spirit enable us to form the best team in the industry to help you, our customers, meet the construction challenges you face every day.

BASF connects the Master Builders Solutions brand to the construction industry through over 1,000 dedicated and talented individuals in North America.
It takes more than a brilliant idea to produce an innovative product. It also takes interdisciplinary cooperation between research, development, engineering, production and marketing experts. Innovations call for strong entrepreneurship and endurance.
Building a Sustainable Tomorrow

By anticipating needs and analyzing complex problems, we are able to develop customized solutions to solve challenges and meet the requirements of every project.

Master Builders Solutions’ innovative systems, customized products and expert services are designed to meet or exceed the highest benchmarks of performance – improving strength, durability, energy efficiency and safety, while making construction more economical, enduring and beautiful.

BASF takes a holistic approach to helping our customers construct high-performance structures with increased commercial, environmental and social value. The Master Builders Solutions portfolio contributes to sustainable development in the following ways:

- Lowering heat island effect and reducing emissions
- Contributing to greater energy efficiency and reduced utility costs through improved insulation and lower lighting requirements
- Preserving resources through the use of recycled and renewable materials and products that enhance the durability of structures
- Reducing risk exposure through solutions that save labor, enable faster construction and save customers money
- Providing solutions that support water conservation
- Contributing to a healthier environment for installers and building occupants through lower toxicity and VOC emissions as well as products resistant to the growth of bacteria and fungi
- Improving safety with skid-resistant and seismic solutions
Concrete Admixtures
For sustainable, value-added concrete

Product solutions for:
- Ready Mixed Concrete
- Precast/Prestressed Concrete
- Manufactured Concrete Products
- Underground Mining and Tunneling Applications
- Concrete Paving

Essential to the construction of buildings, bridges, highways and infrastructure around the world, Master Builders Solutions’ innovative admixture solutions help customers produce superior concrete. Master Builders Solutions is recognized globally at the forefront of innovation, helping make many advanced building techniques possible.

Our admixtures have been essential ingredients in many iconic landmarks around the world such as the Burj Khalifa, the new World Trade Center, the Panama Canal and the Hoover Dam. With a vast portfolio of products, BASF chemical admixtures help solve the challenges concrete professionals face, making concrete easier to place, pump and finish. From water-reducing chemistry to unique workability-retaining admixtures and fibers for reinforcing concrete, BASF’s admixtures utilize the highest quality materials to help build the world’s structures.

Construction Systems
For durability, efficiency and safety

Product solutions for:
- New Building Construction
- Building Restoration
- Power and Infrastructure
- Parking Garages and Stadiums
- Performance Flooring

The Master Builders Solutions line of construction and restoration solutions consists of high performance products that work together to form integrated, single-source systems designed to solve the most challenging applications and conditions that support structure durability, labor efficiency, and health and safety.

We listen to our customers and help diagnose the problem, then create strategies and system solutions that meet our customers’ specific project and logistical constraints. Our approach includes a combination of industry-focused products and a network of experienced sales and service professionals that have been specially trained on construction challenges.

- Improve the plastic properties of concrete
- Improve hardened, engineering properties of concrete
- Ensure high strength and durability and inhibit corrosion
- Reduce permeability and improve resistance to chemical attack
- Ensure enduring, structurally sound colored architectural concrete
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- Joint sealants ensure outstanding weather proofing and protection against extreme conditions
- Liquid-applied membranes and cementitious coatings offer long-lasting waterproofing protection
- High performance deck membranes offer protection for heavy traffic environments
- Zero shrinkage grouting materials provide lasting security, stability and alignment
- High performance concrete repair creates long-term integrity and strength
- Water repellents seal and protect concrete and masonry for years to come
- Resinous flooring systems enhance functional life and reduce maintenance costs
- Wall coatings enhance long term value by keeping surfaces beautiful and walls dry
- Underlayments, adhesives and moisture mitigation solutions create superior flooring installations
Concrete admixtures enhance the performance characteristics of concrete construction in nearly every application.
Wall Systems
For energy savings and aesthetics

Product solutions for:
- Residential/Single and Multi-Family
- Commercial Structures
- Institutional Structures

BASF provides an extensive range of EIFS, stucco, specialty finishes, and air/water-resistant barriers throughout North America under the Senergy, Finestone and Acrocrete brands. Innovative wall coatings of extraordinary quality—our solutions not only anticipate the building needs of the future, but also restore vitality to buildings of the past.

Wall Systems products and systems address the complexities of design, performance, affordability, sustainability, climate, and speed of construction. Combining knowledge, experience and the leading-edge technologies of BASF, Wall Systems delivers innovative products and systems for every market, from new to retrofit—in commercial, institutional and residential construction.

- Exterior wall systems, insulated for every climate
- Architectural finish systems and coatings with superior durability and weather resistance
- Fluid-applied air and water-resistant barriers create high performance systems that reduce energy consumption and protect buildings from the harmful effects of moisture in walls
- Patented non-metallic lath reinforcements that are easy to handle, corrosion-free and tougher than metal

Expansion Joint Solutions
For controlling expansion and movement

Product solutions for:
- Bridge and Highway
- Parking and Stadium Structures
- Commercial and Architectural Structures

Watson Bowman Acme is the recognized innovator in the design, development and manufacture of expansion joint control systems for the construction industry.

We have developed and manufactured products for some of the world’s most significant and complex structures for over 60 years. With an outstanding track record, Watson Bowman Acme has provided engineered expansion control solutions on such significant projects as the Hoover Dam Bypass Bridge, the George Washington Bridge, the San Francisco-Oakland Bay Bridge project, the Cleveland Inner Belt, Alex Fraser Bridge, Pearson International, Dallas-Fort Worth and LAX airports. Our systems can also be found in the Dallas Cowboys Stadium as well as Heinz Field and the Tennessee Titans LP Stadium.

A qualified team of professional engineers, designers and field service personnel provide experienced technical support that is second to none. Customers benefit from the highest quality solutions to the most complex problems.

- From simple small movement extruded joint seals to state-of-the-art large movement or seismically designed joint systems for the world’s largest bridge structures
- Watertight expansion joints for parking structures and stadiums
- Sustainable expansion joint fire barrier expansion joint systems to support health and life safety.
- Broadest range of high performance products and expert engineered solutions in the industry
EIFS enable design flexibility for sustainable building with high R-values, advanced water drainage design and low lifecycle cost.

State-of-the-art large movement or seismically designed joint systems for the world’s largest bridge structures.
BASF’s solutions for the construction industry:

**MasterAir**
Solutions for air-entrained concrete

**MasterBrace**
Solutions for concrete strengthening

**MasterCast**
Solutions for manufactured concrete product industry

**MasterCem**
Solutions for cement manufacture

**MasterEmaco**
Solutions for concrete repair

**MasterFinish**
Solutions for formwork treatment

**MasterFlow**
Solutions for precision grouting

**MasterFiber**
Comprehensive solutions for fiber reinforced concrete

**MasterGlenium**
Solutions for high-performance concrete

**MasterInject**
Solutions for concrete injection

**MasterKure**
Solutions for concrete curing

**MasterLife**
Solutions for enhanced durability

**MasterMatrix**
Advanced rheology control solutions for self-consolidating concrete

**MasterPel**
Solutions for water tight concrete

**MasterPolyheed**
Solutions for high-performance concrete

**MasterPozzolith**
Solutions for water-reduced concrete

**MasterProtect**
Solutions for concrete protection

**MasterRheobuild**
Solutions for super-plasticized concrete

**MasterRoc**
Solutions for underground construction

**MasterSeal**
Solutions for waterproofing and sealing

**MasterSet**
Solutions for retardation control

**MasterSure**
Solutions for workability control

**MasterTop**
Solutions for industrial and commercial floors

**Ucrete**
Flooring solutions for harsh environments

**Enershield** **Senergy**, **Acrocrete**, **Finestone**
Solutions for Wall Systems

**Wabo**, **Jeene**
Solutions for expansion control systems