MasterColor®
Integral Liquid Color
A Brilliant Way to Add Color to Your Concrete Mix
Concrete producers are taking concrete from gray to gorgeous with MasterColor Integral Liquid Color admixtures from the Master Builders Solutions brand. Decorative concrete increases property value by enhancing the distinctive design in architectural precast and allows owners to customize the look and feel of landscape, patio and driveways. And with a number of advantages over competitive coloring products, MasterColor Integral Liquid Color is the concrete industry’s coloring solution of choice.

**Better Tinting Strength**

The patented MasterColor synthetic iron oxide system is pre-dispersed in liquid form to offer full color development with shorter mix cycle times. Comparatively, the use of compacting aids and surface treatments for granular pigments make the iron oxides harder to disperse, leading to reduced tint strength, color streaking, and longer mix cycle times. To compensate, competitive granular color users often use higher color loading rates to avoid longer mix cycle times, which slow operations.

**Superior Mixing**

MasterColor Integral Liquid Color admixtures are easy for the concrete producer to batch, and for the contractor to place, finish and cure. This is especially true when compared to the mixing requirements and processing time of competitive granular color. In fact, according to a competitive granular color manufacturer’s product information sheet, a specific process is required for the color to be properly dispersed—one that exceeds the MasterColor Integral Liquid Color processing time by more than 20 minutes.

**Increase Operational Efficiencies**

With BASF’s automated Coloring Admixture Measuring (CAM) System, MasterColor Integral Liquid Colors are easily dispensed by a single batch operator. Conversely, many granular color systems do not batch directly into the concrete load, requiring multiple workers to dispense color into the concrete mix. BASF’s MasterColor and CAM system make creating colored concrete easy and more efficient by automating the process from start to finish.

**A Matter of Safety**

Dry pigments can be as fine as cement dust, which presents an inhalation hazard and an eye irritant. Additionally, granular color systems that dispense into a pulpable bag require the operator to climb a concrete truck ladder to charge the mixing drum, increasing the probability of a slip, trip or fall. But because MasterColor Integral Liquid Color is automatically dispersed in the concrete mix, dust control and lifting precautions are alleviated.

**Unparalleled Support**

With hundreds of combined years of construction industry experience, our team can provide a level of service and expertise other admixture providers simply cannot match—yet another advantage of MasterColor Integral Liquid Coloring admixtures from the Master Solutions brand.
Exceptional color. Less mixing time.

When compared to competitive granular color, BASF’s MasterColor Integral Liquid Color admixture is clearly the best coloring option. As the photos indicate, MasterColor is well dispersed, with more intense color. The competitor’s product did not dissolve completely, even after additional mixing.
Magnificent appearance. Outstanding consistency.

Decorative concrete made with MasterColor Integral Liquid Color admixture is uniformly colored all the way through—without the streaking that often occurs with competitive granular color. Pound for pound, MasterColor holds its own and then some—delivering vivid tinting strength and beautiful results throughout the concrete.

The Bottom Line
With deeper blacks, brighter yellows and richer reds, MasterColor Integral Liquid Color is the brilliant choice for color uniformity, consistency and tinting strength.
Key Reasons MasterColor® Integral Liquid Color Leaves Competitive Granular Color in the Dust

- Beautiful, long-lasting integrally colored concrete
- Better tinting strength
- Iron oxide is pre-dispersed, requiring less batch mixing time for full color development
- Improved worker safety with dust-free liquid color dispersion
- Four base colors provide over a thousand custom combinations
- Enhanced finishing and curing characteristics
- Multiple production facilities to meet large production needs
- Unparalleled support and expertise

Request a MasterColor Integral Liquid Color Selection Guide at mastercolor@basf.com
The Master Builders Solutions brand brings all of BASF’s expertise together to create chemical solutions for new construction, maintenance, repair and renovation of structures. Master Builders Solutions is built on the experience gained from more than a century in the construction industry. The know-how and experience of a global community of BASF construction experts form the core of Master Builders Solutions. We combine the right elements from our portfolio to solve your specific construction challenges. We collaborate across areas of expertise and regions and draw on the experience gained from 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 you more successful and drive sustainable construction. The comprehensive portfolio under the Master Builders Solutions brand encompasses concrete admixtures, cement additives, chemical solutions for underground construction, fiber reinforcement solutions, waterproofing solutions, sealants, concrete repair & protection solutions, performance grouts, performance flooring solutions.

**Master Builders Solutions from BASF**

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**Master Builders Solutions products 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
- **MasterColor®** Integral liquid color for concrete
- **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 set control
- **MasterSure®** Solutions for workability control
- **MasterTop®** Solutions for industrial and commercial floors
- **Master X-Seed®** Solutions for strength enhancement
- **Ucrete®** Flooring solutions for harsh environments

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