

**MASTER®
BUILDERS**
SOLUTIONS

BASF
We create chemistry



Implementarea de noi tehnologii prin prisma unui producator de aditivi

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Market Manager

PREFBETON, Noiembrie 2019



Agenda

1 Provocari in industria de beton prefabricat



2 Master Builders Solutions in industria de constructii

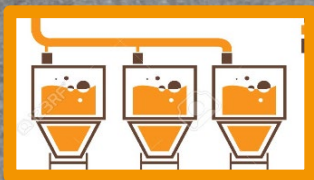
3 Noi tehnologii / Solutii pentru betonul prefabricat

4 Sustenabilitate

Provocari Principale

Sustenabilitate
The challenge of the future is
procesele si materiale
the ability to adapt to change
Calitatea produselor
curabilitate si cresterea

» Eficienta costurilor totale & **Flexibilitatea productiei**



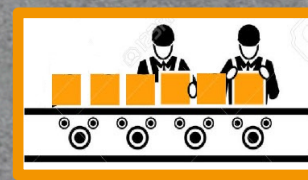
materii prime

V.S.



automatizare
sarje uniforme

V.S.



resurse
materiale si umane

V.S.



elemente complexe

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Master Builders Solutions –100 de ani de experienta si inovatii

Masterplate®
Iron-armored
cement floor system

1911

Ucrete®
Polyurethane
cement floor

1932

1968

Pozzolith®
Plasticizer

Rheobuild®
Superplasticizer for ready-mix
and precast applications

Meyco® SA
Alkali-free accelerator
for shotcrete

1975

1994

Glenium®
Ultra-high-range
superplasticizer

X-Seed®
Accelerarea intaririi
concrete hardener

1996

2009



MasterEase®
Low viscosity
concrete concept

2013

2015

MasterSuna®
Sand Blocker
Solutions

2017

2018

MasterSure HES
High Early Strengths
& long workability

Hoover Dam ▶
1931-1935
Master Builders
admixtures



Pierres Vives ▶
2006-2012
MasterGlenium
ACE



1 WTC ▶
2006 – 2014
Green Sense
Concrete



Marienturm ▶
2016-2019
MasterEase,
Master X-Seed



Tehnologii inovative

Superplastifianti



- » MasterGlenium ACE
- » MasterEas
- » MasterSureHES

Acceleratori de intarire



- » MasterX-Seed
Rapid → Flexibil

Agenti de decofrare



- » MasterFinish
Suprafete perfecte
Cofraje functionale

Armare alternativa



- » MasterFiber
Reduced costs +
freedom of design

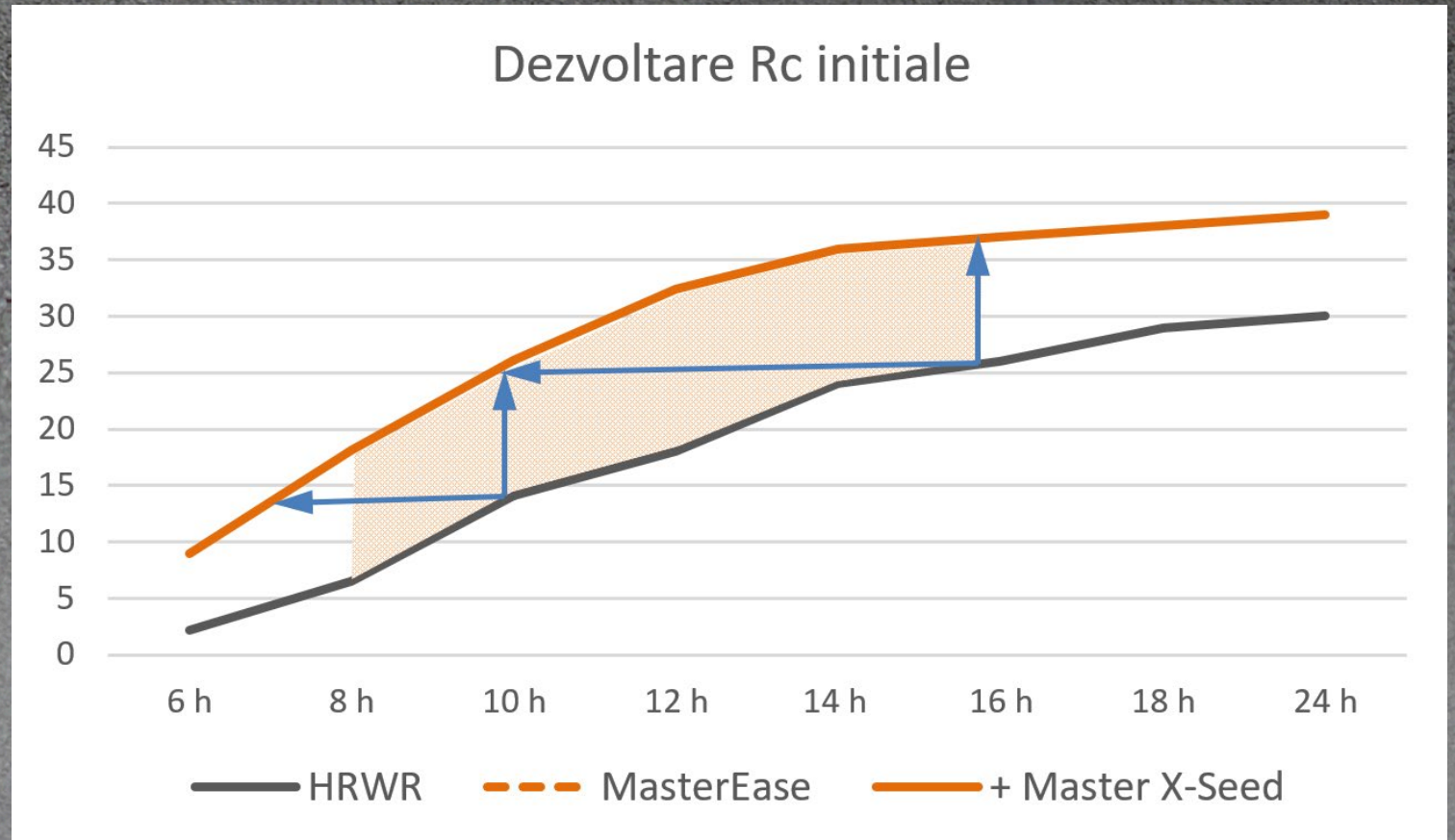
Tehnologii inovative

Master X-Seed

@ temperatura
tratare

@ materii prime

@ comenzi
neplanificare



Tehnologii inovative

Master Suna HES

@ temperatura
exterioara

@ materii prime

@ elemente
complexe

@ estetica



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- 4 **Sustainabilitate**



Sustenabilitate / studiile de caz sunt in centrul campaniei noastre



watch our videos



www.sustainability.master-builders-solutions.basf.com

MasterTop 1327-20dB
in Trondheim, Norway

Master X-Seed
in Bramsche, Germany

MasterSuna SBS
in Marseille, France

MasterEase
in Geneva, Switzerland

MasterFiber
in Toledo, Spain

QUANTIFIED SUSTAINABLE BENEFITS

Using the MasterEase superplasticizer, Marti Tunnel AG has achieved major quantifiable and lasting benefits. In figures:

6%

LESS CO2

The switch to a nearby cement plant reduced transportation distances.

GREATER PROFITABILITY

MasterEase allowed the change to a more economical cement that is manufactured close to the construction site.

5%

INCREASE IN WORKABILITY TIME

MasterEase gives the concrete an optimal flowability, thereby increasing the workability time from one to four hours.

4-fold

MasterSeal 6100 FX
in Livigno, Italy

MasterProtect 8000 CI
in Barcelona, Spain



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