

## Master Builders Solutions products from BASF 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



## MasterColor®

### Liquid Coloring Admixtures for Decorative Concrete

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# Go from Gray to Gorgeous!

Take concrete from gray to gorgeous with MasterColor® liquid coloring admixtures from BASF. Decorative concrete increases property values by enhancing the look and feel of hard landscaping and floors, transforming traditionally gray surfaces into those that reflect individual style and aesthetic choices.

## Integral color

Decorative concrete made with MasterColor liquid coloring admixtures is uniformly colored all the way through. Because it is integral, it doesn't fade and shows its rich coloration from any angle, even exposed sides, indentations or chips. In addition, MasterColor liquid coloring admixtures are easy for the concrete producer to batch, and the contractor to place, finish and cure, resulting in excellent performance every time. Other methods of coloring concrete, like surface-applied coatings, can become unsightly over time due to fading, peeling and chipping that exposes uncolored concrete below. Frequent repairs and reapplication are needed with these methods.

## Value-added

Compared to other building materials, decorative concrete is a highly versatile and durable material, able to meet the challenges of heavy traffic. It provides both strength and beauty in a concrete surface that is fade and UV-resistant. With relatively little maintenance, it will maintain color vibrancy for many years, creating value unsurpassed by other more expensive natural building materials.



## Applications

MasterColor liquid coloring admixtures can be used in ready-mixed and precast concrete and in manufactured concrete products for both residential and commercial projects.

*Applications include:*

- Driveways
- Patios
- Pool decks
- Floors
- Sidewalks
- Architectural décor

## Benefits

- Choice of 55 standard colors, as well as various custom colors
- Flexibility from simple slabs to complex architectural designs
- Color vibrancy
- Excellent color accuracy
- Consistent colors from batch to batch
- Durable, long-lasting color