

News Release



BASF introduces hydrophobic wall coating

New MasterProtect® coating repels water and dirt, reducing maintenance and improving appearance

Shakopee, MN, February 2, 2015 – BASF launched a new wall coating in the U.S. and Canada, engineered for enhanced protection of vertical concrete, concrete masonry units (CMU) and masonry.

MasterProtect® C 350 hydrophobic coating is the latest addition to the MasterProtect line of protective coatings, part of BASF's Master Builders Solutions brand. The hydrophobic properties of MasterProtect C 350 provide an attractive finish which resists dirt pick-up, and requires only rainfall or rinsing with water to remove any dirt which does accumulate, helping reduce exterior maintenance costs.

MasterProtect C 350 can be applied as a restoration topcoat or to new vertical construction. It is designed to withstand wind driven rain as well

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as heavy UV exposure, resulting in long-lasting color retention.

“Designers and owners have expressed a need for a durable, protective coating which is attractive and easy to clean,” said Brian Denys, Vice President of BASF’s Construction Systems business in North America.

“BASF actively sought customer input to identify their most critical needs, and used our expertise in façade protection to develop a coating which exhibits outstanding weatherability, superior resistance to dirt pickup, and easy cleaning, using only a water rinse. The result is a façade treatment which is pleasing to the eye, and to the bottom line as well.”

MasterProtect C 350 is available in four tintbases, with formulations to match the 50 colors in the MasterProtect Color Portfolio. Custom colors are also available.

For additional information on product performance, to download technical information or locate a BASF representative, visit www.master-builders-solutions.basf.us.

MasterProtect® is a registered trademark of BASF Corporation.

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 5,700 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 50 countries and achieved sales of about €2.1 billion in 2013.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has nearly 17,000 employees in North America, and had sales of \$19.3 billion in 2013. For more information about BASF’s North American operations, visit www.basf.us.

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop

protection products to oil and gas. As the world's leading chemical company, 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 had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. Further information on BASF is available on the Internet at www.basf.com.