

News Release



BASF Launches New Performance Flooring Website

The Performance Flooring business unit of BASF Plc's Construction Chemicals division has launched a new website with useful extra features to speed up flooring system searches for specifiers.

The new website, covering the UCRETE[®] and MASTERTOP[®] ranges for industrial, commercial and decorative use, is organised first by sector and then by usage of application area. This makes it as quick as possible for specifiers to find systems that suit their needs — in as little as two clicks.

Other useful features include an interactive map with details of the Performance Flooring area sales managers, a technical support section, brochure downloads and project references.

Said Marketing Manager Ian Wilson: "We have focused on making the new website as user friendly as possible so that specifiers get an instant recommendation regarding suitable systems, rather than having to trawl through technical data sheets."

For more information about BASF's Performance Flooring ranges, log on to www.performanceflooring.basf-cc.co.uk

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Please direct any colour separation requests to Ian Wilson, BASF plc

About the Construction Chemicals division

BASF's Construction Chemicals division is the leading supplier of chemical systems and formulations for the construction industry. Continuous innovation and tailor-made solutions ensure its customers are more successful. Its Admixture Systems business unit specifically helps customers in the ready-mix, precast, manufactured concrete and underground construction industries. The Construction Systems unit offers a wide range of products for sports and industrial flooring, external renders and wall insulation, expansion joints and wood preservatives as well as specialist repair mortars, tile adhesives and waterproofing membranes. The division operates production sites and sales centers in more than 50 countries and achieved sales of about €2 billion with approximately 7,100 employees in 2009.

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About BASF

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals and oil and gas. As a reliable partner BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of more than €50 billion in 2009 and had approximately 105,000 employees as of the end of the year. Further information on BASF is available on the Internet at www.basf.com.