

## **BASF Pozzolith launches Rheoplus<sup>®</sup> 800S superplasticizer to reduce concrete drying shrinkage**

- **Innovative admixture technology designed to reduce concrete drying shrinkage**
- **Enhancing the quality and durability of concrete construction**

**Tokyo, JAPAN, June 05, 2008** – BASF Pozzolith Ltd. today launched Rheoplus<sup>®</sup> 800S admixture, a new polycarboxylate ether-based superplasticizer specially developed to reduce the drying shrinkage of concrete and enhance the quality and durability of reinforced concrete structures.

Incorporating a novel shrinkage reducing agent, Rheoplus<sup>®</sup> 800S is able to reduce the concrete drying shrinkage by 5-15 percent versus an untreated concrete. This innovative superplasticizer complies with the concrete admixture standard of JIS A 6204 and helps customers to achieve both high performance water reduction and concrete drying shrinkage reduction simultaneously at the mixing plant.

Prolonging the longevity of concrete structures has become increasingly important in the Japanese construction industry. According to “The Recommendations for Practices of Crack Control in Reinforced Concrete Buildings (Design and Construction)” published by the Architectural Institute of Japan in 2006, the strain in standard quality concrete should be under  $800 \times 10^{-6}$  strain to control cracks caused by drying shrinkage. This specification prompted concrete professionals to consider multiple methods to reduce drying shrinkage of concrete, including modifying the quality of aggregates like sand and gravel, or using expansion additives or shrinkage reducers, among others.

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“With Rheoplus<sup>®</sup> 800S, concrete producers can simply achieve drying shrinkage reduction without spending additional efforts to modify aggregates or expansion additives and at the same time, the effects of superplasticizer are enabled,” said Takashi Haruki, President of BASF Pozzolith. “As the leading supplier in the construction chemicals industry, BASF Pozzolith is committed to providing innovative solutions to address customer’s needs and advance the sustainable development of the industry.”

#### **About BASF Pozzolith**

BASF Pozzolith is a leading supplier of construction chemicals in Japan. It was established in 2007 when BASF Japan’s three affiliated companies for construction chemicals were merged. The affiliated companies were NMB, the leading company in development and manufacturing of admixture materials and building material products for concrete, Pozzolith Bussan, the top supplier in Japan of chemical admixtures for concrete, and BASF Construction Systems, which sells various building material system products. BASF Pozzolith has 18 production sites and 16 sales offices nationwide. Further information on BASF Pozzolith is available on the Internet at [www.pozzolith.basf.co.jp](http://www.pozzolith.basf.co.jp).

#### **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 strategic 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, 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 €2.1 billion with approximately 7,100 employees in 2007. Further information on BASF’s Construction Chemicals business in Asia Pacific is available on the Internet at [www.ap.cc.basf.com](http://www.ap.cc.basf.com).

### **About BASF**

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from oil and gas to chemicals, plastics, performance products, agricultural products and fine chemicals. As a reliable partner BASF helps 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 has more than 95,000 employees and posted sales of almost €58 billion in 2007. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com) or BASF Japan at [www.japan.basf.com](http://www.japan.basf.com) .