

Press Releases

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For Immediate
Release

Improved Admixtures for Color-Conditioned Concrete Developed For Ready Mix and Precast Production

Cleveland, Ohio . . . New CHROMIX® L (liquid) coloring admixtures, to be available in the first quarter of 2002 from Master Builders, have been engineered specifically for use in ready mix and precast concrete applications to produce enduring, structurally sound colored architectural concrete for both vertical and horizontal construction.

CHROMIX L coloring admixtures are high quality coloring dispersions utilizing a patent-pending technology to create the standard, designer or custom colors of CHROMIX Admixtures. The CHROMIX L liquid admixtures are offered as part of an alliance between Master Builders and L. M. Scofield Company, leaders in admixture technology for Color-Conditioned Concrete. Scofield's dry powdered CHROMIX® Admixtures for Color-Conditioned Concrete have been used successfully for decades to produce rich hardscapes and precast, tilt-up, or cast-in-place buildings of natural beauty.

"We are working together to significantly expand the market for colored architectural concrete, and we will have the products, measuring technology, training and service that allow ready mix and precast concrete producers to be successful in that market," said Mike Shydrowski, President and CEO of Master Builders, Inc.

CHROMIX L color-conditioning liquid admixtures meet or exceed colorfastness testing of ASTM C-979 and are presently being independently certified per the more stringent Xenon-arc requirements of ASTM G-155. The patent-pending technology will provide higher

tinting strengths for improved economy and intense new colors. CHROMIX Admixtures are designed to work with Master Builders current performance admixtures and Scofield's complete product range.

"The use of integrally colored concrete is expected to increase dramatically in the coming years," commented Mike Shydrowski. "This is an area that offers significant growth potential for ready mix and precast concrete producers. We can now offer them the flexibility to select from coloring admixtures in either dry or liquid form, and promise them not just pigments, but an entire system for architectural concrete that includes new measuring technology, training, and outstanding service."

The patent-pending new technology used in CHROMIX L liquid admixtures promises exciting new developments in the future, while keeping the same reliable benefits of streak-free color, batch-to-batch and project-to-project, and will provide exciting new opportunities for the building industry. Before the end of 2002, Master Builders will be able to offer the next generation CHROMIX L color range and the widest choice of colors in the industry.

For additional information, visit Master Builders, Inc. during World of Concrete 2002 in Booth #9736, or go to the company websites at www.masterbuilders.com or www.scofield.com. For further media materials, interviews and photography, contact Kelly Mawby at Master Builders, Inc., 23700 Chagrin Blvd., Cleveland, OH 44122 (216-839-7071) or Sherry White at L. M. Scofield Company, 6533 Bandini Blvd., Los Angeles, CA 90040 (323-720-3037).

Master Builders, Inc. and L.M. Scofield Company provide engineered concrete coloring technologies and in-depth service and support for ready mixed concrete producers. The Master Builders-Scofield alliance combines unmatched resources to emerge as the only full-service supplier of a complete system of concrete coloring admixtures and complimentary products for improving concrete performance and durability.

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