

Renamed & Reliable as Ever

We're updating the packaging and naming of our construction system product portfolio

To continue delivering the best products and customer experience, we are renaming and refreshing the packaging of our construction systems portfolio. This includes rebranding Bluey Technologies products under new Master Builders Solutions names.

Rest assured, the performance and reliability of our concrete admixtures, underground construction, and Bluey Technologies tunnel liners and waterproofing products will remain unchanged.

These changes will officially take effect in October 2024. Despite the new look, our commitment to quality and exceptional technical support remains unchanged.



Scan the QR Code

To find more information and for full product renaming guide



Product Renaming Guide

Construction Systems

Current Brand Name »	New Brand Name
MasterBrace, MasterEmaco, BluRez	MasterStrength
MasterFlow, BluCem	MasterFlux
MasterEmaco, BluCem	MasterCrete
MasterProtect, MasterSeal, BluSeal AKS	MasterShield
MasterTop, MasterSeal, Ucrete & BluRez	MasterCoat
MasterSeal	MasterJoint
MasterInject, BluRez	MasterFill
BluGeo	MasterGeo

** Please Note - The majority of name changes will fit under these updated brand names; however, some may not. If you are uncertain, please refer to the full product renaming guide for detailed information or contact one of our technical sales representatives.

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