

— MasterColor[®]
Integral Color
A Brilliant Way to
Add Color to Your
Concrete Mix



MasterColor® Integral Color – The Industry's Best Color Solution

Concrete producers are taking concrete from gray to gorgeous

with MasterColor Integral Color admixtures from the Master Builders Solutions brand. Decorative concrete increases property value by enhancing the distinctive design in architectural precast and allows owners to customize the look and feel of landscape, patio and driveways. And with a number of advantages over competitive coloring products, MasterColor Integral Color is the concrete industry's coloring solution of choice.

Better Tinting Strength

The patented MasterColor synthetic iron oxide system offers full color development with shorter mix cycle times. Comparatively, since MasterColor integral coloring admixtures have the best tint strength in the industry, a robust color palette is achieved to truly personalize the project that it's utilized on.

Superior Mixing

MasterColor Integral Color admixtures are easy for the concrete producer to batch, and for the contractor to place, finish and cure. Other methods of coloring concrete, like surface-applied coatings, can become unsightly over time due to fading, peeling and chipping that exposes uncolored concrete below. Frequent repairs and reapplication are needed with these methods.

Increase Operational Efficiencies

With Master Builders Solutions' automated Coloring Admixture Measuring (CAM) System, MasterColor Integral Colors are easily dispensed by a single batch operator. Master Builders Solutions' MasterColor and CAM system make creating colored concrete easy and more efficient by automating the process from start to finish.

A Matter of Safety

Pigments can be as fine as cement dust, which presents an inhalation hazard and an eye irritant. MasterColor Integral Color is automatically dispersed in the concrete mix, dust control and other personnel concerns are alleviated.

Unparalleled Support

With hundreds of combined years of construction industry experience, our team can provide a level of service and expertise other admixture providers simply cannot match – yet another advantage of MasterColor Integral Coloring admixtures from the Master Builders Solutions brand.

Magnificent appearance.

Outstanding consistency.

Decorative concrete made with MasterColor Integral Color admixture is uniformly colored all the way through. Pound for pound, MasterColor holds its own and then some – delivering vivid tinting strength and beautiful results throughout the concrete.



The Bottom Line

With deeper blacks, brighter yellows and richer reds, MasterColor Integral Color is the brilliant choice for color uniformity, consistency and tinting strength.

Key Reasons MasterColor® Integral Color Leaves Competitive Color in the Dust

- Beautiful, long-lasting integrally colored concrete
- Better tinting strength
- Iron oxide is pre-dispersed, requiring less batch mixing time for full color development
- Four base colors provide over a thousand custom combinations
- Enhanced finishing and curing characteristics
- Multiple production facilities to meet large production needs
- Unparalleled support and expertise



Request a MasterColor Integral Color Selection Guide at mastercolor@masterbuilders.com

About Master Builders Solutions

Master Builders Solutions is a leading global manufacturer of concrete admixtures, as well as other sustainable solutions for the construction industry, focussed on delivering its vision: **Inspiring people to build better**. Master Builders Solutions provides value-added technology and market-leading R&D capabilities to improve the performance of

construction materials and to enable the reduction of CO2 emissions in the production of concrete. Founded in 1909, Master Builders Solutions has ca. 1600 employees operating 35 production sites globally, supporting their customers in mastering their building challenges of today – for a decarbonised future.

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