

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.

MASTER[®]
» BUILDERS
SOLUTIONS

MasterColor[®]

Integral Granular Coloring Admixtures for Decorative Concrete

Master Builders Solutions Admixtures US, LLC

23700 Chagrin Boulevard
Beachwood, OH 44122 USA
(800) 628-9990

Master Builders Solutions Canada, Inc

1800 Clark Boulevard
Brampton, Ontario L6T 4M7 CANADA
(289) 360-1300

[master-builders-solutions.com/en-us](https://www.master-builders-solutions.com/en-us)
admixtures@masterbuilders.com

® registered trademark of Master Builders Solutions in many countries of the world
© 2023 Master Builders Solutions rev 10/23 BRO-1313, LIT #: AD3000314



— Go from Gray to Gorgeous!

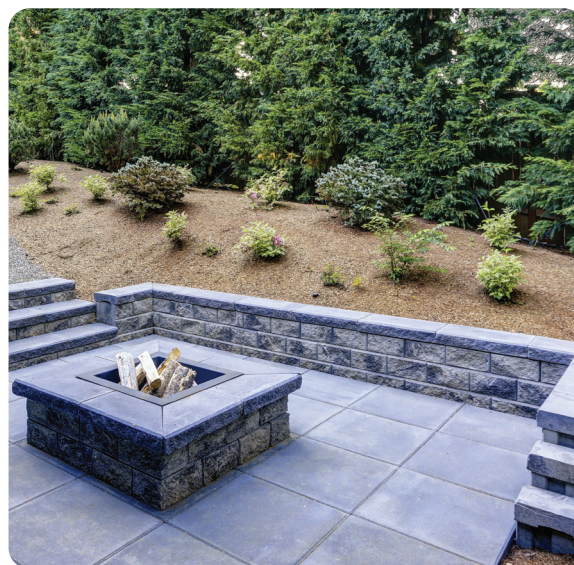
Take concrete from gray to gorgeous with MasterColor® integral granular coloring admixtures from Master Builders Solutions. Decorative concrete increases property values by enhancing the look and feel of hard landscaping and floors, transforming traditionally gray surfaces into those that reflect individual style and aesthetic choices.

Integral color

Decorative concrete made with MasterColor integral granular coloring admixtures is uniformly colored all the way through. Because it is integral, it doesn't fade and shows its rich coloration from any angle, even exposed sides, indentations or chips. 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.

Value-added

Compared to other building materials, decorative concrete is a highly versatile and durable material, able to meet the challenges of heavy traffic. It provides both strength and beauty in a concrete surface that is fade and UV-resistant. With relatively little maintenance, it will maintain color vibrancy for many years, creating value unsurpassed by other more expensive natural building materials.



Applications

MasterColor integral granular coloring admixtures can be used in ready-mixed and precast concrete and in manufactured concrete products for both residential and commercial projects.

Applications include

- Driveways
- Patios
- Pool decks
- Floors
- Sidewalks
- Architectural décor

Benefits

- Choice of 55 standard colors, as well as various custom colors
- Flexibility from simple slabs to complex architectural designs
- Color vibrancy
- Excellent color accuracy
- Consistent colors from batch to batch
- Durable, long-lasting color