

# MasterEase<sup>®</sup> 5000

## Water-Reducing and Conditioning Admixture

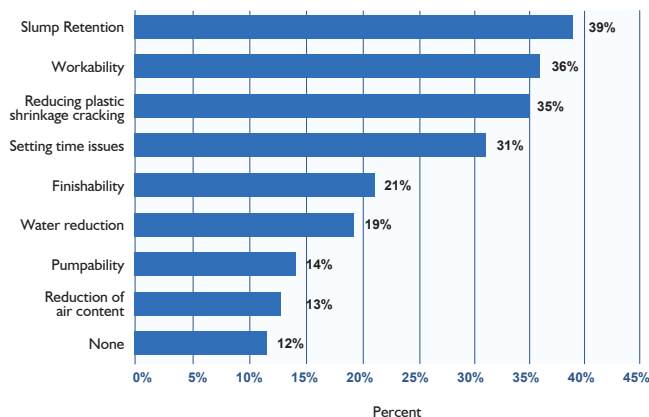
### A Major Challenge: Fresh Concrete Handling

In today's concrete construction landscape, contractors face a myriad of challenges that impact project timelines, costs, and quality. From handling difficult concrete mixtures to meeting demanding specifications with high-performance and lower embodied carbon requirements, each project presents its unique set of hurdles. These challenges often manifest in the pumping, placing, consolidating, and finishing stages, requiring extensive effort and energy to achieve the desired results.

MasterEase 5000 addresses the industry pain points by lowering concrete yield stress and viscosity, while maintaining stable mixes over the entire processing time, regardless of slump.

*MasterEase 5000 enhances fresh concrete handling throughout the entire production cycle—from ease of batching at the plant to ease of pumping, placing, consolidating, and finishing on site.*

Concrete Mix Challenges



Master Builders Solutions Survey of Contractors and Ready-Mix Producers at the 2024 World of Concrete

### An Easy Solution: MasterEase 5000

MasterEase is a patented admixture technology designed to “ease” concrete handling challenges. As a water-reducing and conditioning admixture, MasterEase 5000 enhances fresh concrete handling throughout the entire production cycle—from ease of batching at the plant to ease of pumping, placing, consolidating, and finishing on site.

### Key Benefits

- **Enhanced Pumping Efficiency:** Lowers pumping pressure, increases output volume. Ideal for long-distance and high-rise applications.
- **Improved Placement Rate:** Increases the rate of concrete discharge from trucks and equipment.
- **Reduced Consolidation Effort:** Minimizes the need for extensive vibration and consolidation.
- **Easier Finishing:** Reduces the number of passes needed during floating and troweling.
- **Superior Surface Finish:** Improves surface finish, reducing defects and enhancing durability.
- **Handling Robustness:** Maintains ease of handling over time, even with decrease in slump.
- **Consistent Quality:** Helps achieve consistent concrete performance across batches, minimizing the need for on-site retempering or redosing.
- **Extended Equipment Life:** Decreases wear & tear on equipment.



*“Across the board, from sidewalk to foundations to the curb machine, MasterEase has been able to be in anything and everything and have positive effects.”*

— Reed S Palmer, Central Oregon RM Sales  
Knife River Northwest

### Versatility Across Applications

MasterEase 5000 enhances fresh concrete handling in most applications, including:

- Ready-mix and precast concrete
- High performance and ultra high strength concrete
- Low embodied carbon (sustainable) concrete mixtures
- Concrete at all slump levels, from low-slump extruded to self-consolidating concrete
- Long-distance and vertical pumping applications
- Concrete requiring enhanced surface finish

MasterEase 5000 is especially effective in mixtures containing:

- Manufactured sands
- Crushed aggregates with high fines content
- Reinforcing fibers
- Blended cements
- Silica fume and other supplementary cementitious materials

### Conclusion

MasterEase 5000 Water-Reducing and Conditioning Admixture sets a new benchmark in concrete admixture technology, offering contractors a unique and reliable solution to improve operational efficiency, enhance project outcomes, and meet stringent performance requirements. By addressing the challenges of concrete handling with its innovative technology, MasterEase 5000 empowers contractors to achieve superior quality, efficiency, and sustainability

For more information on how MasterEase 5000 can optimize your concrete projects, contact Master Builders Solutions.

*“The surface seals easily and beautifully. Only one pass back and forth and cross it up, you’re done! Gets the job done faster, with less manpower. It has definitely made our lives easier!”*

— Curtis Peebles, Owner  
Peebles Contracting LLC

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