

MasterAtlas™ - Plastic Shrinkage Potential Notification

Plastic shrinkage cracks are aesthetically undesirable and negatively impact the durability of slab surfaces. In arid, windy conditions, plastic shrinkage cracking often leads to conflicts between concrete producers and contractors. But what if users could be automatically forewarned about the potential for plastic shrinkage and offer their customers proactive advice and solutions to minimize its likelihood?



Users are more respected and trusted advisors to their customers.

The Problem: Plastic shrinkage in concrete is influenced by a combination of weather conditions, concrete performance characteristics, and contractor practices—data that typically isn't centralized in one location.

- Has the weather changed since yesterday? Since this morning? Who is keeping track?
- Who is qualified to provide the correct recommendations to prevent plastic shrinkage cracking?
- Are microfibers and evaporation-retarding topical treatments value-added options for concrete producers?

MasterAtlas connects to a network of weather stations across North America, providing real-time data on temperature, humidity, and wind speed for project locations. By integrating this automatically collected weather data with mix design information and concrete temperature, MasterAtlas calculates the plastic shrinkage potential for each batch of concrete.

This calculated value is linked to the MasterAtlas Virtual Assistant, which monitors these estimates and can send notifications to dispatch, sales, and quality teams when there is a high potential for plastic shrinkage. This enables concrete producers to offer contractors value-added solutions, reducing callbacks, enhancing customer satisfaction, and boosting profitability.

Contact your local Master Builders Solutions representative for more information.

Master Builders Solutions Admixtures US, LLC

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

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

Master Builders Solutions Canada, Inc

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

