

**Project:**

Cairo Festival City

**Location:**

New Cairo

**Project completed:**

2013

**Owners:**

Al Futtaim

**Consultant:**

ECG, RMC

**Contractor:**

Orascom Jv Carillion

**Applicator:**

Abuild – ThyssenKrupp –  
 Xervon – FloorTec – VSL &  
 Nextep

**Concrete producer:**

Lafarge

**Market sector:**

Commercial

**Products used:**

- MasterRheobuild 850
- MasterLife WP 730
- MasterFinish 202
- MasterCast 141M
- MasterSeal NP1 , NP2
- MasterSeal Range
- MasterTop 1240
- MasterBrace ADH 1414
- MasterEmaco S 466
- MasterEmaco N303
- MasterFlow Range

## Cairo Festival City

### High performance parking systems



#### The background

Spanning a land area of over 3 million m<sup>2</sup>, Cairo Festival City is a visionary mixed use urban community strategically located at the gateway to New Cairo City. Cairo Festival City sets new standards as Egypt's premier indoor-outdoor shopping, dining and entertainment destination, providing spectacular residential villas and luxurious apartments, as well as prime office spaces, together with internationally renowned hotels, education and automotive showrooms all set within a beautifully landscaped and tranquil environment.

Cairo Festival City was interested to see what BASF had to offer in regards to their high performing parking systems inquiry.

#### The challenge

- To meet all relevant health and safety regulations to ensure that a building's internal and external environment can be kept to the highest possible standards of hygiene.
- Heavy duty, high impact resistant flooring was needed.
- To have the most reliable and durable concrete mix available for high performing parking spaces.

# Cairo Festival City

## High performance parking systems



### Our solution

Heavy traffic demands a tough and durable flooring system, one that can stand up to the wear and tear of high traffic flow. So we proceeded with a pull of test of MasterBrace ADH 1414, to show it's high performance and versatile epoxy bonding agent. The client was exceptionally pleased with our test results so we proceeded to screed the parking area, covering an area of 70,000 m<sup>2</sup>,

MasterEmaco N303 was used to make the fairing process of parking ceiling area easier and faster. It was applied to fill in pores, blowholes and blemishes and to better shape the concrete surface, while using MasterCast 141M for concrete repair and increased durability.

### The customer's benefit

The client was satisfied with the performance of BASF's products, especially with MasterBrace ADH 1414 and it's impactful resistance and durability, since it's mechanical strength is greater than that of traditional concrete which is exactly what they were looking for.

### Projects facts at a glance

- Cairo Festival City was interested to see what BASF had to offer in regards to their high performing parking systems inquiry.
- Fast, expert installation was required
- A pull of test of MasterBrace ADH 1414 was made to provide the effectiveness of the product, and performed exceptionally well.
- Client was pleased with BASF's products and especially pleased with the technical and after sales support.

### Master Builders Solutions from BASF

The Master Builders Solutions brand expresses BASF's expertise in providing customized chemical solutions for new construction, maintenance, repair and restoration of structures.

Master Builders Solutions is built on the experience gained from more than a century in the construction industry. At the core of the Master Builders Solutions brand is the combined know-how and experience of a global community of BASF construction experts, who connect with you to solve all of your construction challenges.

Further information is available at:  
[www.master-builders-solutions.basf.com.eg](http://www.master-builders-solutions.basf.com.eg)