

**Project:**

Marassi

**Location:**

Alexandria - Matrouh Road-  
North Coast, Egypt

**Project completion:**

Under construction

**Owner/s:**

Emmar Misr

**Applicator/Contractors:**

Orascom- Arabtec- Al Shaafar

**Designer/Architect/Specifier:**

ECG

**Market sector:**

Resorts and Tourism

**Products used:**

PCI NANOLIGHT  
PCI CARRALIGHT  
MasterTile30  
MasterTile40

## Marassi



### The Background

One of Master Builders Solutions success contribution in Marassi Mediterranean marine & golf Resort - a 6.5 - million square meter gated, master-planned, year-round destination, which offers exclusive resort communities, a world-class high-end Beach Resort and a bustling town center.

The development is built in the architectural styles of the Mediterranean against a backdrop of pristine beaches, lush greenery and meandering waterways and lagoons.

### The Challenge

- To enable attractive building surfaces especially exterior bricks cladding.
- The harsh climate at Marassi, both summer and winter experience a lot of challenges for any external bricks cladding.
- Arches were the most challenging part of exterior cladding fixation.



## Rapid Curing was our key for fixing bricks to curved arches.



### The Solution

Using PCI NANOLIGHT® – an all-round flexible tile adhesive for new buildings and refurbishment, suitable for all kind of substrates and all ceramic covering.

PCI products are suitable for use with a wide range of materials, a variety of tiles, ceramic, natural stone and porcelain stoneware, glass mosaic, brick tiles and terracotta which have very different properties.

### The Customers Benefit

The client was satisfied with the performance of Master Builders Solutions products, the implementation, follow up and especially our solutions are simple while meeting top standards.

### Project facts at a glance:

- Safe, fast and expert installation for bricks tiles.
- Flexible adhesives, compensates tensions in the substrate and variations in temperature.
- Master Builders Solutions provided the technical and after sales support.
- Master Builders Solutions provided the total solution for the client.

### Master Builders Solutions by MBCC Group

The Master Builders Solutions brand expresses MBCC'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 MBCC construction experts, who connect with you to solve all of your construction challenges.

Further information is available at:

<https://www.master-builders-solutions.com/en-eg>

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