



MasterProtect[®] C 350

Hydrophobic Coating
for Building Exteriors





Easy to apply. Easy to maintain.

Easy to choose.

MasterProtect C 350 — the best investment for your bottom line

A dirty, unsightly building can ruin your reputation. MasterProtect® C 350, part of BASF's Master Builders Solutions product family, is a hydrophobic coating that is expertly engineered by BASF chemists to enhance and protect your building's appearance, performance and structural integrity.

Protect your building structure

Water penetration adversely affects your building and your business. MasterProtect C 350's 100% acrylic formula provides long-term durability and weather resistance giving you an armor against costly problems.

Reduce maintenance costs

Washing the exterior of your building is costly. Common cleaning methods can harm window frames, metal panels, stone surfaces and valuable landscape foliage. All of which disrupt your tenants' ability to use and access your building. The dirt-resistant nature of MasterProtect C 350 will reduce exterior maintenance costs.

Guard against color fading

Meet the requirements of any design — it comes in a wide range of hues and can be customized to create your own, unique aesthetic. Combined with its hydrophobic surface, MasterProtect C 350 keeps buildings clean and dry.



The way your building looks on the outside should reflect the quality and value of all your business has to offer.



Our protective shield reflects quality

Our hydrophobic coating repels moisture, effectively cleaning itself while preventing fading from the sun and exposure to the elements. Your building looks like new, withstanding all types of conditions.

Easy to apply

Our 100% matte acrylic coating boasts a low VOC content that makes it easy and safe to apply in every phase of installation. No solvents, odor or special cleaning are necessary. It can be applied using brush, roller or spray to meet site specific needs.



Self-cleaning

Its hydrophobic qualities perform through a functional binder network that makes water bead up, carrying dirt and grime along with it — saving you expense in building cleaning and maintenance.

Prevents blistering, peeling and efflorescence

The hydrophobic coating blocks harmful effects of moisture infiltration that can cause peeling or blistering.

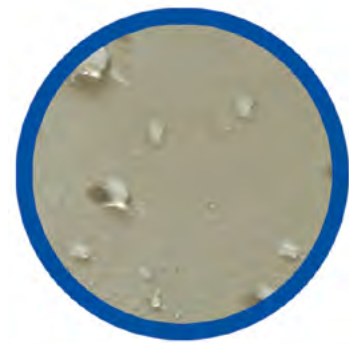


More than a coat of paint

The technically superior formulation of MasterProtect C 350 delivers benefits far beyond traditional paints. Its hydrophobic properties keep buildings dry, minimizing moisture infiltration while making your building stand out.

Protect your building and your reputation. Use MasterProtect C 350.

Small details. Big Benefits. MasterProtect C 350 transforms your facilities into a water, dirt and sun deflector. It is engineered to form a nanoscopic surface layer which creates a barrier that repels water. Rather than soak into the coating surface, water beads up and rolls away, taking dirt along with it.



PREVENT BLISTERING
PEELING
EFFLORESCENCE
**OTHER
DAMAGE**



Protect your building and your reputation.



Master Builders Solutions

The Master Builders Solutions brand brings all of MBCC Groups expertise together to create chemical solutions for new construction, maintenance, repair and renovation of structures. Master Builders Solutions is built on the experience gained from more than a century in the construction industry.

The know-how and experience of a global community of MBCC Group construction experts form the core of Master Builders Solutions. We combine the right elements from our portfolio to solve your specific construction challenges. We collaborate across areas

of expertise and regions and draw on the experience gained from countless construction projects worldwide. We leverage global MBCC Group technologies, as well as our in-depth knowledge of local building needs, to develop innovations that help make you more successful and drive sustainable construction. The comprehensive portfolio under the Master Builders Solutions brand encompasses concrete admixtures, cement additives, chemical solutions for underground construction, waterproofing solutions, sealants, concrete repair and protection solutions, performance grouts and performance flooring solutions.

Master Builders Solutions products for the Construction Industry:

MasterAir®

Solutions for air-entrained concrete

MasterBrace®

Solutions for concrete strengthening

MasterCast®

Solutions for manufactured concrete product industry

MasterCem®

Solutions for cement manufacture

MasterEmaco®

Solutions for concrete repair

MasterFinish®

Solutions for formwork treatment

MasterFlow®

Solutions for precision grouting

MasterFiber®

Comprehensive solutions for fiber reinforced concrete

MasterGlenium®

Solutions for high-performance concrete

MasterInject®

Solutions for concrete injection

MasterKure®

Solutions for concrete curing

MasterLife®

Solutions for enhanced durability

MasterMatrix®

Advanced rheology control solutions for self-consolidating concrete

MasterPel®

Solutions for water tight concrete

MasterPolyheed®

Solutions for high-performance concrete

MasterPozzolith®

Solutions for water-reduced concrete

MasterProtect®

Solutions for concrete protection

MasterRheobuild®

Solutions for super-plasticized concrete

MasterRoc®

Solutions for underground construction

MasterSeal®

Solutions for waterproofing and sealing

MasterSet®

Solutions for retardation control

MasterSure®

Solutions for workability control

MasterTop®

Solutions for industrial and commercial floors

Ucrete®

Flooring solutions for harsh environments

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