

# Press-Information



## **BASF launches “Expanding Horizons” campaign for Underground construction.**

*All underground solutions to be marketed under MEYCO brand.*

BASF Construction Chemicals, one of the world’s leading suppliers of technical solutions for underground construction, has now launched its new campaign and introduced its new identity for their global Underground Construction activities. This change stems from a new common philosophy and approach to jointly market the MEYCO brand of products and equipment.

The underground construction team (formally known as UGC International based in Zurich, Switzerland), is now the MEYCO Global Underground Construction team and will combine efforts with MEYCO Equipment to offer superior service, solutions and support to customers around the globe.

“By emphasizing the MEYCO name in our organization, we are building on an already respected and trusted brand in the industry,” stated Daniel Ruckstuhl, Director of MEYCO Global Underground Construction.

In addition, MEYCO is also launching the “Expanding Horizons Underground” campaign to emphasize the advantage customers receive resulting from the company’s unique blend of innovative

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product technology, specialized equipment and engineering knowledge.

“We are very enthusiastic about the clarity and claim of the message “Expanding Horizons Underground”. Through our continued innovation and commitment MEYCO’s customers become more successful and quite literally broaden horizons. MEYCO’s solutions achieve durable new space underground more efficiently,” stated Ruckstuhl.

From now on the core technological solutions for sprayed concrete, mechanical excavation (TBM), injection, waterproofing, fire protection, thin spray-on liners (TSL), spraying equipment and backfill will all be available under the one brand name, MEYCO. More information on MEYCO and its products and services is available on the new combined website at [www.meyco.basf.com](http://www.meyco.basf.com).

#### **About the division construction chemicals**

BASF’s Construction Chemicals division is the leading supplier of chemical systems and formulations for the construction industry. Continuous innovation and tailor-made solutions ensure its customers are more successful. Its Admixture Systems business unit specifically helps customers in the ready-mix, precast, manufactured concrete and underground construction industries. The Construction Systems unit offers a wide range of products for sports and industrial flooring, external renders and wall insulation, expansion joints, wood preservatives as well as specialist repair mortars, tile adhesives and waterproofing membranes. The division operates production sites and sales centers in more than 50 countries and achieved sales of €2.2 billion with approximately 7,700 employees in 2008

#### **About BASF**

BASF is the world’s leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals and oil and gas. As a reliable partner BASF helps its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF has approximately 97,000 employees and posted sales of more than €62 billion in 2008. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).