



The Supreme Industries Ltd., founded in 1942, pioneered many path-breaking products in the country and became trendsetters in plastics products by introducing many advanced solutions for various applications and industries. Ajay Mohta, General Manager, Construction Accessories Division, the Supreme Industries Ltd., talks to 'Construction & Architecture' about the company's new product, DURAmembrane and its applications in the industry.

"We, at Supreme, work continuously and diligently to understand your needs of

new generation. Many of these products have been pioneered by Supreme.

And the new addition to the portfolio - our newly launched 'DURAmembrane' - for all types of waterproofing applications.

Any roof treatment has to fight against the assault of surface expansion and contraction due to changing temperatures and seasons. Normal water proofing treatments have a tendency to absorb moisture and conduct heat. Supreme Industries, has launched a new generation, polymer based water proofing membrane - DURAmembrane - which does not absorb water and has high

"THERE IS A VERY HIGH DEMAND FOR WATER PROOFING MEMBRANES IN INDIA"

having cost effective and efficient products for the construction industry. With a motto called 'SAVE' that says 'Supreme Always Value Efficient' - Supreme

Industries always strives to give you products that are best suited to your needs. In short, each of our products will last long and sincerely stand by your construction prerequisites at all times. Products that will truly represent the word 'DURable!' With these values and aspiration to give you products that are durable, we present our DURA range of civil products" said Mr. Mohta.

The Construction Accessories Division of Supreme has developed customised solutions specifically for the construction

requirements of various industries. We offer better alternatives to conventional solid materials including metals, wood etc., thus being cost effective. All our products have been developed after continuous interaction and understanding the needs of the changing demands of the

tensile strength. "The product is the result of a yearlong in-house research to provide the customers with a versatile, durable and worry-free water proofing solution. We are the first to manufacture this polymer based membrane indigenously. Though some additives are imported, all the composite films come from our divisions. Not only it is a much superior to the rigid bitumen based membranes, it is also an improvement on the earlier foam products" he added.

DURAmembrane is a faster and user friendly system, ensuring hassle-free productivity. The closed cell structure avoids water vapour absorption & water transmission and the cross linking of cells makes the membrane shock proof as well.

As India is a tropical country, some regions have hot tropical weather while some parts have heavy monsoons wherein the temperature varies between 0 to 50°C; the overlying treatment needs to withstand a corresponding variation of - 1 to 65°C. DURAmembrane meets these challenges and can withstand temperature ranging from - 40 to 115°C. "Our membrane is going to solve problems and huge losses arising out of water leakage. The entire construction industry in India will benefit as this product will not only help them to overcome complex challenges, it will also enhance their productivity," he said.

For further details please mail us at dura@supreme.co.in or call on +91-98310 20808, +91-98104 95550

A FEW OF OUR DURA RANGE PRODUCTS ARE:

- **DURAbordHD100 (Formerly SILFLEX/ CapcellHD100):**
A cross-linked, pre-moulded, high performance joint filler board for structural expansion joints in concrete brick and block work
- **DURArods (Formerly SIL SEAL):**
Expanded polyethylene foam rods offered as backup to sealants.
- **DURA vapourbarrier (Formerly SIL VAPOUR BARRIER):**
A high performance, multilayer microcell PE film for water vapour barrier application.

