

A HIGH PERFORMANCE WATER-PROOFING MEMBRANE

The Supreme Industries Ltd, founded in 1942, pioneered many path-breaking products and became trendsetters in plastics products by introducing advanced solutions for various applications and industries. Ajay Mohta, General Manager - Construction Accessories Division, the Supreme Industries Ltd, talks to 'B2B Purchase' 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 cost-effective and efficient products for the construction industry. With a motto '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 stand by your construction prerequisites at all times. Products that will truly represent the word 'DURable'! With these values and aspirations 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 customized solutions specifically for 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 changing demands of the new generation. Many of these products have been pioneered by Supreme.

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.
- **DURAvapourbarrier (Formerly SIL VAPOUR BARRIER)**

A high performance, multilayer microcell PE film for water vapour barrier application.

And a 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 waterproofing treatments have a tendency to absorb moisture and conduct heat. Supreme Industries has launched a new generation, polymer-based waterproofing membrane -- DURAmembrane -- which does not absorb water and has high tensile strength. "The product is the result of a year long in-house research to provide customers with a versatile, durable and worry-free waterproofing solution. We are the first to manufacture the polymer-based membrane indigenously. Though some additives are imported, all composite films come from our divisions. Not only it is much superior to the rigid bitumen-based membranes, it is also an improvement on the earlier foam products," added Mohta.

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

Since India is a tropical country, some regions have hot tropical weather while some parts have heavy monsoons, wherein the temperature varies between 0 and 50°C; the overlying treatment needs to withstand a corresponding variation of - 1 to 65°C. DURAmembrane meets these challenges and withstands temperatures 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 will benefit as this product will not only help them to overcome complex challenges, but it will also enhance their productivity," stated Mohta.

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DURAmembrane application on concrete terrace