

( CONSTRUCTION CHEMICALS & WATERPROOFING SOLUTIONS )

# We have accomplished very high standards in manufacturing

Supreme Industries Limited is India's leading processors of plastics. They are also one of the leading companies in the country to introduce innovative waterproofing solutions in the country. And, with the introduction of DURAmembrane, they are changing the landscape of the construction chemicals and waterproofing industry altogether. **Ajay Mohta**, General Manager, Construction Accessories Division, Supreme Industries Ltd., speaks to **EPC&I** about the innovations they are offering in the Indian market.

**What would you say are the reasons for the growing demand for construction chemicals /waterproofing solutions in the country?**

The recent past saw an increase in the usage of construction chemicals for waterproofing chiefly due to the sustained growth of the construction industry. This growth has seen a sudden shift from conventional rigid waterproofing technologies, which predominantly consist of single material, viz. bituminous coatings and felts, to elastomeric waterproofing and coatings, which are a combination of several materials to achieve major performance advantages on a long-term basis. Now, it is time to develop indigenous skills, knowledge and processes, rather than inviting and importing the low technologies. Technologies that have not been invented locally, unfortunately, are highly appreciated, encouraged, recommended and implemented by the waterproofing industry stake holders.

**The construction chemical/waterproofing membrane industry is fragmented to a large extent, thereby impacting the margins and costs.**

**What is your assessment on the same?**

We at Supreme, work continuously and diligently to understand the needs of our customers, that of having cost-effective and efficient products for the construction industry. We always strive to give our customers products that are

best suited to their needs. With these values and aspiration to give products that are durable, we have launched DURAmembrane - A high performance, cost-effective waterproofing membrane.

**Investment in R&D is important to stay ahead in this industry. What are your efforts towards this end?**

Supreme has always been offering cost-effective yet resilient solutions to the construction industry. All our products have been developed after continuous interaction with our customers,

market analysis and understanding thoroughly the needs and changing demands of the new generation structures.

About a year back, our R&D team started working full-fledged on this project to develop a composite of various polymers cross linked and fused resulting in this exclusive high performance membrane. DURAmembrane is a new offering in the portfolio of competent and durable products of the Construction Accessories Division.

DURAmembrane is a new generation,



cost-effective solution for waterproofing of basements and roofs. It is a versatile material, capable of retaining the dryness of concrete, masonry, metal and wood structures and is resistant to salts, alkalis, and most acids. It is offered as a quick and easy-to-apply system, ensuring hassle-free maximum productivity.

We are the only manufacturers of this type of waterproofing membrane in India. It can be used for applications like concrete roof waterproofing, basement waterproofing and also water proofing of bathrooms and terrace gardens. DURAmembrane can not only be used in new constructions but also at the time of repair of a structure.

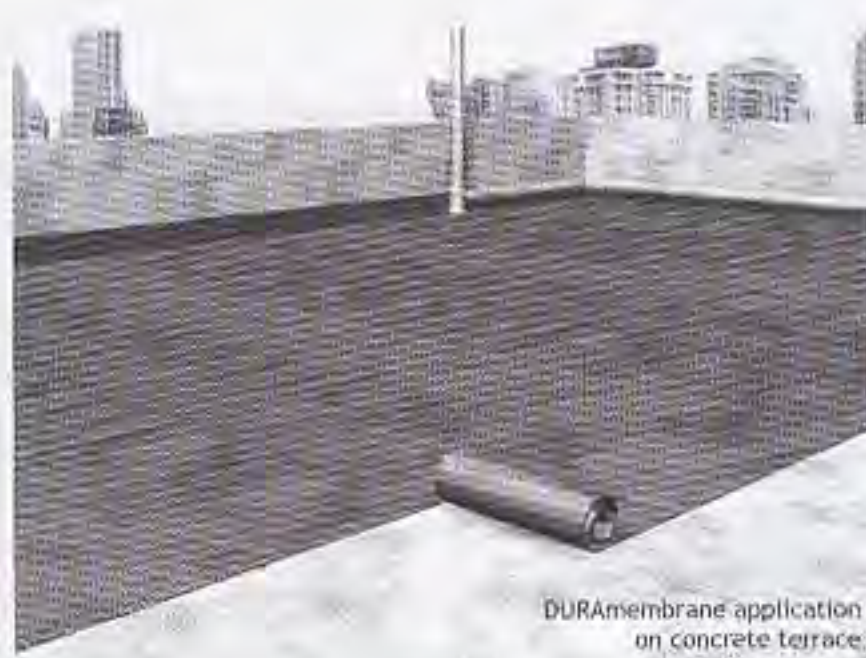
### How would you rate other existing waterproofing solutions available in the market vis-a-vis DURAmembrane?

The most common waterproofing methods practised presently are:

**Brickbat coba method:** This system involves laying clay bricks with light weight lime mortar on the roof and spreading it for easy draining away of rain water. This system is popular not because of the waterproofing, but the weather proofing capabilities. However, it adds weight to the structure and once water starts entering, the porous clay brick pieces absorbs large quantity of water, resulting in continuous leakage of roof.

**Cement/lime based treatments:** Coating the surface with cement lime mortar is a time proven and economical method with good insulation properties. But, it is non-flexible and also increases the load of the structure. Mineral slurry with polymer component is an easy method to apply. It retains the breathing capacity of concrete, but with moderate flexibility. Similarly, Epoxy and Polyurethane coating is highly abrasion resistant and resistant to UV radiation and does not add weight to the structure. But, this too has limited pot-life, and is not very flexible and stops breathing capacity of concrete.

**Elastomeric membrane forming products:** It forms seamless membrane, is highly flexible, UV resistant, retains breathing capacity of concrete with indirect insulation, but with low abrasion



DURAmembrane application on concrete terrace.

## SUPREME HAS ALWAYS BEEN OFFERING COST-EFFECTIVE YET RESILIENT SOLUTIONS TO THE CONSTRUCTION INDUSTRY.

value. Silicon-based impregnators as water repellent are easy to apply and economical, but they have no crack bridging capacity, and do not withstand pressure.

Bituminous-based products and modified bitumen are very economical, flexible, with good crack bridging capacity. But, this too softens under heat and brittle when cold, has a limited life upon solvent evaporation and other limitation due to its unpleasant black colour.

### At the end of the day, they are all chemical treatments. What is your view on the existing policies pertaining to environment protection, savings on energy, etc?

We have accomplished very high standards in manufacturing, and we firmly believe in the protection of our environment. We follow the philosophy of S.A.V.E - which stands for 'Supreme Always Value Efficient'. Applied intelligence and innovation, enabling cost-effectiveness and precision in delivery are the drivers of this belief. Every requirement is understood meticulously, various solutions are deliberated upon and the most appropriate one is selected and implemented flawlessly. Trust and reliability are the cornerstones of our delivery promise. Whatever be the value, whether it's superior protection, energy saving insulation or durable and long-

lasting solutions in the civil/thermal insulation industry, our customers are assured of a solution from Supreme. Because, at Supreme, every single solution we create is guaranteed to be 'value efficient'.

### How do you view the future scope of waterproofing membranes/construction chemicals in the country?

The climate in the country is most unreliable. India being a tropical country, it has diversity in climates. Some regions in India have hot tropical weather while some parts have heavy monsoons. When the ambient temperature varies between 0 to 50°C, the overlying treatment is called upon to withstand a corresponding variation of -1 to 65°C. DURAmembrane meets these challenges with complete and effortless ease and can withstand temperature ranging from -40 to 115°C.

Roof treatments have to withstand more than just surface expansion and contraction, like structural movements or the setting of the building with time. Sudden drops in temperature results into thermal shocks. DURAmembrane has excellent elongation and tensile strength that enables it to take all movements in its stride. It is fracture-, crumble-, shatter- and abrasion-proof and resistant to most corrosive chemicals.

After every shower of rain, structures tend to expose their limitations and flaws. The monsoon rains actually test the building with showers and reveals the defects that are not normally observed during sunny days. Leakage and seepage are some of the typical problems. Hence, to shield from the huge losses incurred due to the rains, people are determined to pay attention to the problems prior to the next rains.

### What is your vision for DURAmembrane?

DURAmembrane is a first-of-its-kind concrete roof and basement water proofing product, specially designed to withstand the hot and humid Indian conditions. Our membrane is going to solve problems and reduce huge losses arising out of water leakage. The entire construction industry will benefit from this product. That, I am absolutely sure of.