

DURAmembrane: A high performance waterproofing membrane from Supreme

Supreme Industries, which has been providing durable, cost effective and environment-friendly products for construction industry across the country for over six decades, offers 'DURA' range of civil products that truly represent the word 'durable.' All the products manufactured by the company have been developed after strenuous interactions with experts in the field, studying current requirements and emerging trends to cater to the fast changing demand scenario of new generation in the sector. Supreme Industries always strives to offer products that are best suited to the

clients' requirement like its latest offering 'DURAmembrane'.

The company manufactures products in the most environment-friendly manner and constantly upgrades them to meet the current challenges to recommend the best solutions. All its products help in reducing consumption of available resources thereby helping the environmental cause.

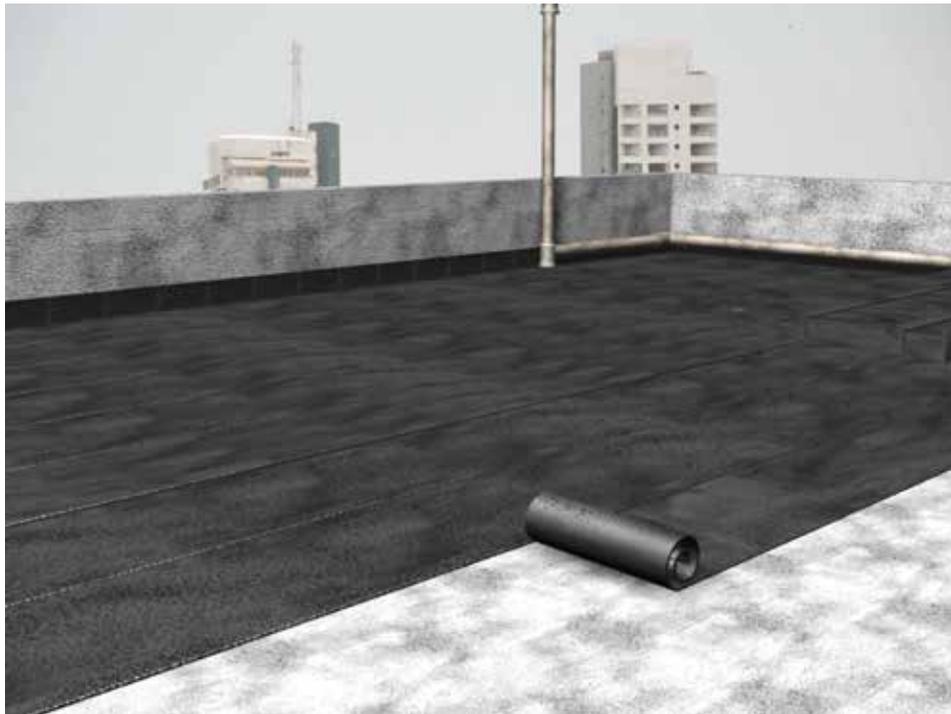
DURAmembrane

Among its various innovative products, the Supreme Industries has added DURAmembrane, a new offering in the portfolio of competent and 'DURABLE' products for 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. It is also resistant to salts, alkalis and various types of acids. In fact, the product is a high performance, composite polymeric membrane offering a quick and easy-to-apply system, ensuring hassle-free maximum productivity.

The company launched the new product as there was a continuous demand from innumerable satisfied customers to develop waterproofing solutions to solve the leakage problems in their factories and offices. They were not satisfied with the current waterproofing systems available in the market after which company's research and development team started working



Products Watch



full-fledged on the project to develop a composite of various polymers cross linked and fused resulting in this exclusive high performance membrane. The most striking advantage of the product is that it can be used in new constructions and also at the time for repairing old structures. The Supreme Industries, which is the only manufacturer of this type of waterproofing membrane in India, has planned to use DURA membrane for applications including concrete roof waterproofing, basement waterproofing, water proofing of bathrooms, and terrace gardens.

Striking features

DURAmembrane is a high performance composite polymeric membrane, which is durable, lightweight, non-deteriorating, punctures resistant, is available in length stretching up-to 50 meters. It is now crystal clear that bitumen disintegrates after contact with water and also catches fungi after which it starts melting during summer due to lessening of its

puncture resistant strength. In contrast, DURAmembrane has a very good puncture resistance of 199 N (Test method - ASTM E154: 1999) and because it is polymer based it won't deteriorate. That apart, none of the waterproofing solution systems provides any added advantage except waterproofing whereas DURAmembrane is not only 100% waterproof but also an excellent insulating material. Other treatments have a tendency to absorb moisture and conduct heat but DURAmembrane does not absorb water at all. Its 'K' value does not deteriorate because its inherent closed cell structure ensures truly effective thermal insulation and waterproofing for a life time.

Demand scenario

Shortly after the onset of monsoons, problems like leakage and seepage in roofs, walls, basements, bathrooms both in commercial and residential buildings including factories, are a common feature. After every shower of rain, structures tend to expose their limitations and flaws. The monsoon rains, in fact, test buildings and reveal the defects that are not normally observed during sunny days. To avoid huge losses to the buildings and other structures people increasingly pay attention to the leakage related problems prior to the next rains. As it is being the first of its kind concrete roof and basement waterproofing product, specially designed to withstand the hot and humid Indian conditions, DURAmembrane is a perfect blend to solve problems and avoid huge losses arising out of leakages to both individual and contractors. The entire construction industry in India will benefit because of the fact that the product will not only help them to overcome complex challenges, but also enhance their productivity and durability.

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