

# COROMANDEL WHITE CEMENT



The India Cements Ltd



BRIGHTEST WHITE CEMENT

*White Cement is changing the way the world looks at architectural aesthetics. Though cement has been used for structural purposes for centuries, the aesthetic applications were made possible only after the invention of White Cement.*

*White cement is a specialized product requiring high degree of quality control at all stages of production. It is not a conventional cement and it is normally used for appearance and low maintenance requirement. It has all the strength and the properties of ordinary portland cement which is used for construction purposes.*

*White Cement offers unlimited opportunities for architects & engineers to explore their creative potentials.*

*Coromandel White is 90% pure white making it the brightest among its category.*

#### APPLICATIONS OF WHITE CEMENT

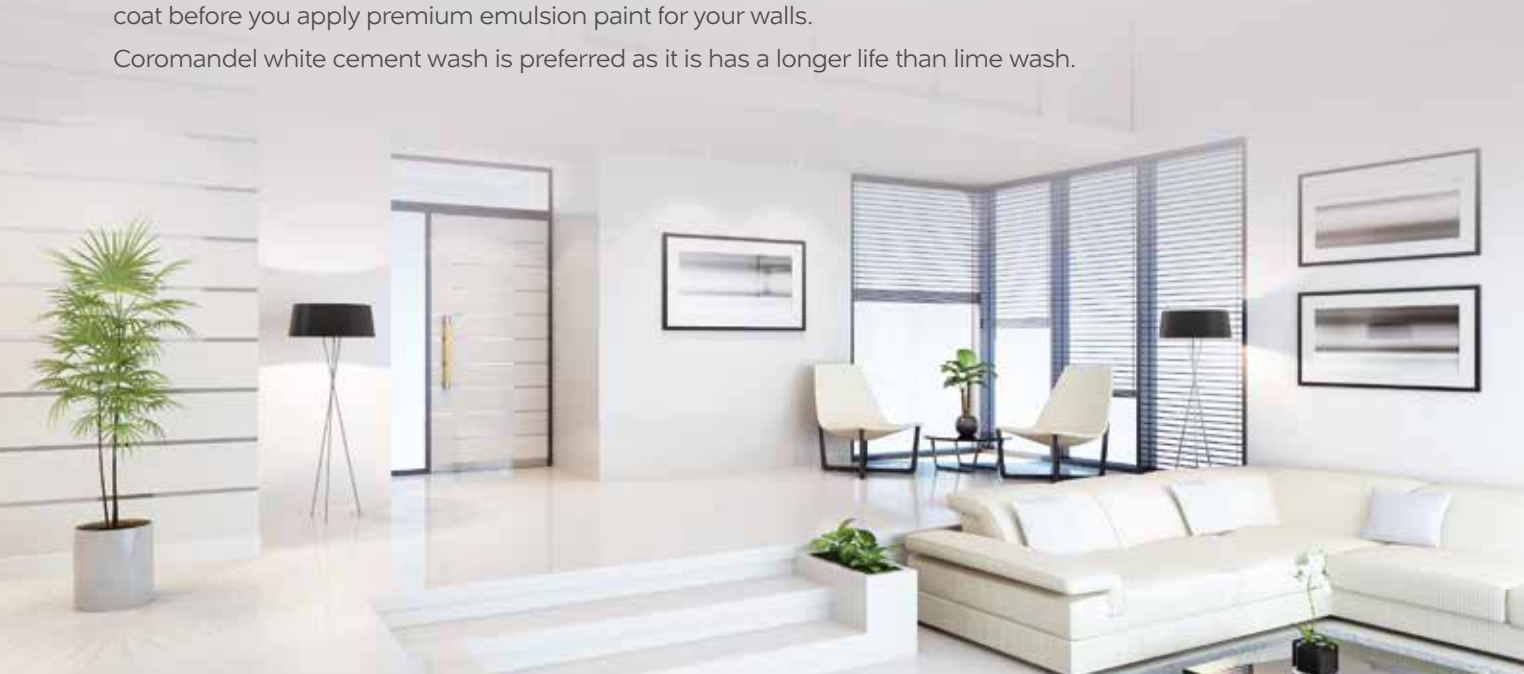
White Cement has long been a product surrounded by mystery and myths about its applications and usage. Very often people misconceive that it is a byproduct of "Cement" and has to be used only for repair purposes. However, it is well known for its numerous decorative & architectural applications.

#### WHITE CEMENT WASH

It was traditionally applied immediately after plastering to give a cleaner look and curing of the walls because of its inherent adhesion and coverage properties. It also helps in uniform filling of the pores and minimum protection for a period of 6 months before it is painted. It can be used for both interior as well as exteriors – residential / commercial establishments.

Coromandel White wash is highly durable, fills minor cracks and faults in the plaster. This also acts as a primer coat before you apply premium emulsion paint for your walls.

Coromandel white cement wash is preferred as it has a longer life than lime wash.



#### TEXTURE FINISH (SPRAY PLASTER)

Spray Plaster is used for decoration and protection of your walls. It is a textured coating which is tough, water repelling and durable. The finished surface doesn't need maintenance, painting or repainting for many years. Sand Face Spray Plaster made with Coromandel White Cement is preferred for its ease of application, low-maintenance, textured look and long-life.

#### MOSAIC TILES

Mosaic is defined as a type of artistic composition created by inlaying small pieces of coloured stones in a mortar of white or coloured cement so as to create various designs.

White Cement is the chief raw material used in the preparation of Mosaic tiles. Mosaic tiles are dense, water tight and have hard wearing surfaces as they are manufactured on hydraulic presses in factories under controlled conditions. Coromandel White usage is being recommended for superior results and best colour output.

Mosaic tiles are still preferred for flooring in commercial establishments and hotels. They come in a dazzling variety and impart beauty wherever they are used.

#### UNDER-BED OF MARBLE

Marble is translucent and porous by nature. Marble allows light to pass through due to its translucent property. Marble, being a porous stone, lets particles to be absorbed from the base mortar. Marble when laid on an under bed of grey cement will look dull and lack-luster, hence Coromandel White cement is recommended for superior results.

#### OTHERS

Coromandel White has stretched beyond the conventional usage of white cement and offers various creative options.

**Ornamental:** It helps in enhancing looks of the building. It gives you the freedom to create variety of ornamental motifs like statues, artifacts, flower pots, decorative grills and fountains.

**Versatile Usages:** It is perfect choice to fuse the joints of ceramic tiles, vitrified tiles, stone tiles and stone slabs (tile grout).





#### ABOUT INDIA CEMENTS

The India Cements Ltd., South India's No. 1 cement company has played a vital role in the booming infrastructure and construction growth in India for the past 70 years. With a capacity of over 16 million tonnes per annum, 8 cement plants and 2 grinding units spread across the nation, India Cements is committed not just to the creation of stronger buildings, but to the emergence of a stronger India.



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**Product Disclaimer:** The information contained in this sheet is for general guidance only and should not be relied upon in specific instances. Cement performance results quoted are indicative as cement performance can be heavily influenced by a wide range of factors beyond our control. Users should rely on professional advice according to their particular circumstances.