



**ALEMORN™**

Reliable Fixing Solution

WATERPROOFING | TILE ADHESIVES | GROUTS

**PRODUCT  
PORTFOLIO**



**RELIABLE  
SOLUTIONS FOR  
NEW AGE  
CONSTRUCTION  
REQUIREMENT**



**RESIDENTIAL | COMMERCIAL | INDUSTRIAL | INTERIOR | EXTERIOR**



**LW+  
LIQUID  
WATERPROOFING**

**Available - 1 Ltr & 5 Ltr**

**PRODUCT OVERVIEW - LW+**

**Alemora LW+** is specially processed admixture based on lignosulfonate and additives. It is supplied in brown liquid which can easily miscible with water.

The plasticizing action of Alemora LW+ aids in producing denser concrete/mortar with greatly reduced permeability. As Concrete mix formation is contain some extent to porous and water must be prevented from penetrating through capillary pores. The risk of capillary suction is reduced by the induced air which blocks the pores.

**USES:** It is used to produce free flowing concrete for Speed up Construction. To increases work ability of concrete, to improve cohesion and pumping aid for rich concrete mix to provide watertight structures.

**DOSAGE:** 150 to 250 ml of **Alemora LW+** per 50 kg cement.

**ADVANTAGES**

- Watertight structure-the permeability is decreased up to full depth of concrete
- Excellent protection of reinforcing steel, material strength of the concrete is maintained
- Improved plasticity and cohesion aids easier, placing better compaction and finishing without loss of work ability
- Chloride free admixture and reduced segregation and bleeding
- For all structural and precast concrete and economical for mass concreting.



**SBR  
LATEX  
WATERPROOFING**

**Available - 1 Ltr & 5 Ltr**

**PRODUCT OVERVIEW - SBR**

**Alemora SBR** is Poly carboxylic ether based super plasticiser. Its high purity makes cement particles with high dispersing, low foaming, high range water reducing and obvious strengthening so that we can accelerate project mould turnover and construction speed, and save cement, and also improve cement mobility and work ability.

Alemora SBR is a high range concrete admixture of concrete cast-place, precast concrete, for high pump ability.

**USES:** It is used to produce free flowing concrete for Speed up Construction. To increases work ability of concrete, to improve cohesion and pumping aid for rich concrete mix to provide watertight structures.

**DOSAGE:** 300ml to 1 Ltr of **Alemora SBR** per 50 kg cement.

**ADVANTAGES**

- Improved work ability & Increased strength
- Allows water reduction Up to 15 to 30%
- Reduced porosity and hence more durable and rapid placing, no vibration required
- Improved surface finish, cohesion, Reduced shrinkage cracks, Chloride free
- Produce denser more durable concrete to give protection against steel corrosion
- Safe in precast concrete.



## WATERPROOFING MEMBRANE



Available - 10 Ltr & 20 Ltr

### PRODUCT OVERVIEW

**Alemora Waterproofing Membrane** is pure acrylic base elastomeric coating liquid specifically designed for protection and waterproofing of exterior masonry substrates. It gives the decorative qualities of the best acrylic paints with the elasticity and flexibility of high-performance elastomers, resulting flexibility to thermal expansion and contraction. Alemora Waterproofing Membrane is not only gives waterproof it also allowed water vapour for escape through the film without affecting the integrity of the cured coating.

### APPLICATIONS

As waterproofing and protective coating for exterior walls of buildings. Typical substrate includes masonry concrete, cement and waste plaster as well as cement boards.

### SURFACE PENETRATION

All new cement-sand plasters/concrete surfaces should be allowed to cure for 6-8 weeks before surface coating. Clean the surface thoroughly. Remove all laitance, loose material, oil, grease etc. by mechanical means such as by wire brushing and light grit blasting. Vacuum cleaning may be necessary in some case. Any visible surface Cracks and separation gaps should be filled using Alemora Crackbond as specified.

### ADVANTAGES

- Excellent flexibility
- Excellent exterior durability protects from wind driven rain
- Resistant to algae, fungus
- Excellent weatherproofing properties
- Easy, economical, environmentally safe application
- Highly resistant to ultraviolet radiation
- Excellent resistance to dirt pick-up and mildew
- Bridges cracks and hides imperfections

### TECHNICAL SPECIFICATIONS

Physical Appearance:	White emulsion
Specific Gravity:	1.25
Solid Content:	52%
Tensile Strength N/mm:	1.0
Adhesion Strength N/mm:	1.5
Water Permeability-Depth of water Penetration:	5-7

### PRIMING

Prime the surface with Waterproofing Membrane diluted with potable water by volume in 10:3 ratio (1 Ltr. Waterproofing Membrane and 300 ml water) and allow it to dry for 2-3 hours.

### COVERAGE

Horizontal surface - 15ft<sup>2</sup>/litre Vertical - 30 ft<sup>2</sup>/litre

Note: Coverage may vary depending upon the texture, porosity and condition of the surface





## TILE ADHESIVE AM 101 AM 202

**RAPID SET FLEXIBLE THIN & THICK BED WALL & FLOOR TILE ADHESIVE**

**Available - 20Kg Bag**

### PRODUCT OVERVIEW

**Alemora Tile Adhesive AM101** is general purpose cementitious base polymer mixed tile adhesive thick bed mortar suitable for fixing of regular tiles vertically and horizontally. It has good adhesion and rapid setting time as well as long lasting durability.

**Alemora Tile Adhesive AM101 & 202** are a rapid setting, cementitious adhesive with a high Polymer content for floors and walls. It is suitable for interior and exterior use and has excellent adhesion to most standard building surfaces e.g. concrete, sand cement screed, plaster, plasterboard, rendering, fibre cement board, and existing tiles. It is also suitable for use on plywood overlaid floors.

### COMPOSITION

**Alemora Tile Adhesive AM101 & 202** are a blend of specially selected grade polymer, cement, Mineral & Fillers base mortar design for tiles fixing purpose.

### USES

**Alemora Tile Adhesive AM101 & 202** are use for fixing of large format floor and wall tiles, ceramic, natural stone tiles non-porous tiles vitrified and porcelain stoneware terrazzo tiles, cement rendered surfaces, dense concrete, aerated concrete, brickwork, subject to limited vibration or movement. It requires only addition of water or latex emulsion.

### ADVANTAGES

- Exceptional flexibility with Thin or thick-bed application
  - Accommodates rough/uneven and very large tiles
  - Suitable for under floor heating
  - Pre-packed factory controlled ensures consistent quality
  - Easy to apply with conventional tools
  - No soaking of tiles required
  - Good adhesion to smooth surfaces
  - Good waterproofing characteristic & increased flexibility
- Surface can be put to use after 24 hours

### TECHNICAL SPECIFICATIONS

Colours:	Grey
Coverage Approx.:	1 m <sup>2</sup> /kg per 3 to 5 mm thickness
Working Temperature:	Between 5°C & 35°C
Mixing Ratio Approx.:	6.5 ltr of water to 20kg bag
Open Time:	15 Minutes
Pot Life Approx.:	2 hours
Set Time Approx.:	2-3 hours @27°C
Tensile Adhesion Strength(EN 1348):	≥0.5 N/mm <sup>2</sup>
Curing Approx.:	24 hours
Storage & Shelf Life:	Can be stored in dry conditions for a maximum of 12 months
Packaging:	20 kg





**TILE ADHESIVE  
AM 303**

Available - 20Kg Bag

**PRODUCT OVERVIEW - Am303**

Alemora Tile Adhesive AM303 is a high performance, high strength polymer modified thin set adhesive used with water. Alemora Tile Adhesive AM303 is designed for interior and exterior floor and wall installation of all types of heavy stone cladding granite and marble fixing.



**TILE ADHESIVE  
AM 404**

Available - 20Kg Bag

**PRODUCT OVERVIEW - Am404**

Alemora Tile Adhesive AM404 is a blend of specially formulated concentration of polymer, Cement, Mineral & Fillers.

Glass Mosaic Adhesive is a high performance, high strength polymer modified thin set adhesive used with water Alemora Tile Adhesive Am404 is designed for interior and exterior floor and wall installation of all types of glass mosaic tiles.

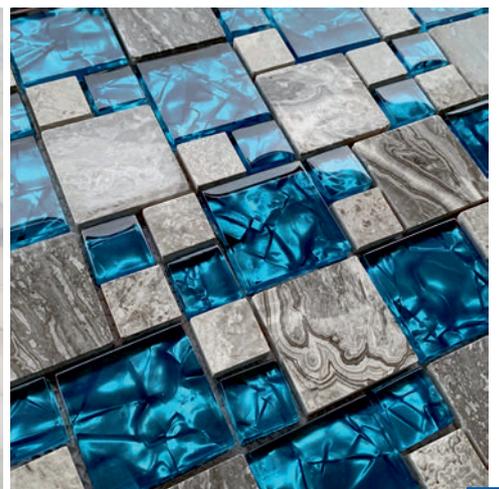
Alemora Tile Adhesive AM404 is ideal product to use where both water staining and translucent nature of fixing can be a problem for standard adhesives.

**ADVANTAGES**

- Exceptional flexibility with Thin or thick-bed application
- Rapid setting-grout after 2-3 hours
- Accommodates rough/uneven and very large tiles
- Suitable for under floor heating
- Pre-packed factory controlled ensures consistent quality
- Easy to apply with conventional tools
- No soaking of tiles required
- Good adhesion to smooth surfaces
- Good waterproofing characteristic & increased flexibility
- Surface can be, put to use after 24 hours

**TECHNICAL SPECIFICATIONS**

Dry Density:	1.6 g/cc
Colours:	Grey and White
Coverage:	Approx. m/kg per 3 to 5mm thickness
Working Temperature:	Between 5°C & 30°C
Mixing Ratio:	Approx 5.5 litres of water to 20 kg bag
Open Time:	Approx. 15 minutes
Pot Life:	Approx. 2 hours
Set Time:	Approx. 24 hours@ 30°C
Groutable:	After approx. 24 hours@ 30°C
Underfloor Heating:	Yes
Storage & Shelf Life:	Can be stored in dry conditions for a maximum of 12 months





### TILE GROUT

Available - 1Kg Box

#### PRODUCT OVERVIEW

Alemora Tile Grout is a professional quality cementitious polymer enhanced grout for walls and floors tile joints. It is formulated to provide a smooth joint finish, easy clean off, non slump, and slip and dries with a very hard finish. Alemora Tile Grout is suitable for use with all types of ceramic and porcelain tiles, mosaics, natural stone, marble quarry etc.

#### USAGE

Suitable for interior and exterior use. Ultra smooth finish joints for 2-6 mm width.

#### ADVANTAGES

- Ultra smooth finish
- Interior and exterior use
- Slump free
- Contains biocide - Mould resistant
- Anti-fungal
- Available in a range of colours
- Easy to use and clean
- Water and frost resistant
- Flexible
- Any color to match the tiles decoration



### EPOXY TILE GROUT

Available - 1Kg & 5Kg Bucket

#### PRODUCT OVERVIEW - Am404

Alemora Epoxy Tile Grout is an epoxy resin based three-part specifically formulation grout with high flow properties capable of placing in gaps down to 10mm. The epoxy resin formulation enables Epoxy Grout to be used in the most demanding situations giving exceptional mechanical strength. The volume stable mix design ensures complete fill of the grouted area and contact with the work piece.

The three-part formulation gives good chemical resistance to most chemicals attack and to provide a durable, abrasion resistant waterproof finish that is hygienic and impervious. The cured grout does not transfer taints to foodstuffs, permit the entry of bacteria or dirt and is easily maintained in a sterile condition.

#### USAGE

As an impervious tile grout for joints from 2 to 15mm wide and as an adhesive.

Easy-to-use with superior work ability & water clean ability | Non sagging properties for ease of application on walls & floors | For grout joints between 2mm-15mm | Available in a wide spectrum of over 39 attractive colours | Resistance to stains & chemicals | Early flexural properties | Hygienic & would not support bacterial growth | High resistance to abrasion | High Compressive strength





## AMFIX BLOCK JOINT MORTAR

### THIN BED MORTAR



Available - 40Kg Bag

#### PRODUCT OVERVIEW

Alemora AMFIX Block Joint Mortar is a dry-mixed (ready mix) component consisting of fine powder, Portland cement, polymers, fibres and organic additives to improve the mortar's properties specifically designed to give high bonding property to Autoclaved Aerated Concrete blocks masonry and wall construction.

#### APPLICATIONS

In wall units with laying of AAC blocks when erecting exterior and interior load bearing and non-load bearing masonry wall. Block Fix Mortar is applied to horizontal and vertical joints with the help of Notched trowel (Toothed trowels) of the same width as the block. AMFIX mortar joints must not exceed 1/16" of block size.

#### LAYING WITH BLOCK FIX MORTAR

Apply to AAC Block using an appropriate sized by notched trowel. Deposit the proper amount of Block Fix Mortar along the centre of the horizontal surface to evenly distribute the mortar over surface. Use the trowel to directly apply mortar to the vertical surface, drawing it from the bottom to the top of the block. The mortar allows for approximately 10 minutes of straightening and adjustment of the unit before it begins to set. AMFIX Thin Bed Mortar must not be used when the temperature is below 4°C and avoid direct sunlight if possible. (above 45°C)

#### HELPFUL HINTS FOR USING BLOCK FIX MORTAR

- Working life of mixture is about 4 hours.
- Drying time Total curing is obtained in 24 hours.
- Joints should not exceed 1/16" thick.
- Do not wipe away any excess mortar that exudes from the joints right away as it might coat. Let it set partially and then scrape off with a spatula.

#### PRECAUTIONS

Block Fix mortar contains Portland cement. It may bring irritation to eyes and nose. Avoid eye contact of prolonged contact with skin. Use safety gear: gloves, dust mask and goggles.

#### ADVANTAGES

- Excellent bond strength and adhesion
- No Curing is required
- Initial setting time is just 3.5 hours
- Good waterproofing characteristic & Increased flexibility
- Easy to apply with conventional tools
- Pre-packed factory controlled ensures consistent quality

#### TECHNICAL SPECIFICATIONS

Form:	Grey Powder
Bulk Density:	1800 kg/cu. m.
W/p-Ratio:	35%
Pot Life:	Approx 1 to 1½ Hrs @30°C
Adhesion Tensile Strength:	0-85 N/sq. mm <sup>2</sup>
Compressive Strength:	250 kgs/cm <sup>2</sup>
Coverage:	4.5Sq. ft./kg @4 mm

#### PRODUCT STORAGE AND USE OF MORTAR

Block Fix mortar comes in dry from the factory and is packed in sealed sacks. Sacks should be protected against damage, placed in a dry area and protected against moisture. Product storage life is 6 months.





**ULTRA+  
WHITE CEMENT**

Available - 1Kg, 5Kg & 50Kg Bag

**PRODUCT OVERVIEW**

Alemora Ultra+ White Cement is a all decoration material which is blended by high quality white Portland cement by the advanced technology and result characterized by high whiteness, high strength, excellent degree of fineness, good adhesion, high construction performance, high consistency, etc.

**APPLICATIONS**

- for prestige construction projects and decorative works
- coloured concrete with the use of inorganic pigments to produce brightly coloured concretes and mortars
- application in architectural beauty, interior and exterior decorations, floorings, ornamental concrete products such as idols
- for making cast stones of appealing appearance
- Designer Marble Flooring
- Terrazzo Flooring
- Architectural Uses

**ADVANTAGES**

- More Whiteness & Brightness
- Decorative & Economical Aesthetic Appeal
- Superior bonding with surface
- Strength of adhesion to the base is distinctly improved

**PACKING**

1 kg & 5 kg Pouch, 50 kg Moisture resistant and dustless bag.



**AMSEAL-CRACK  
BOND**

Available - 1Kg

**PRODUCT OVERVIEW**

ALEMORA AMSEAL-CRACK BOND Is a single component, cement based, silica, fluidifiers and polymer based modified reinforced repair mortar.

**APPLICATIONS**

- Smoothing walls prior to restoration, ceramic tiles installation and painting.
- Smoothing and filling hairy cracks on the surfaces of foamed cement, concrete, brick walls
- Repairing old, damaged renders, electric conduit gap of concrete up to 5-30mm

**ADVANTAGES**

- High adhesion strength
- Smooth and solid surface
- Resistant to freeze and thaw
- Applicable up to 5-30mm thickness
- Easily applicable





**AMSEAL-PLUG  
RAPID SETTING  
MORTAR**

Available - 1Kg

**PRODUCT OVERVIEW**

Alemora AMSEAL-PLUG is rapid setting mortar, containing mineral fluidifier and special hydraulic cement to plug and dry the water leakages in foundation, basement, water tank, concrete pipe, concrete wall, tunnel, reservoirs etc.



**WP+  
WATERPROOFING  
POWDER**

Available - 1Kg

**PRODUCT OVERVIEW**

Alemora WP+ Waterproofing Powder is ready to use admixture for cement/sand mortar.

**APPLICATIONS**

- Used as an admixture for waterproofing of cementitious renders and mortars exposed to water and humidity
- Renders for exterior application
- Flooring mortars under ceramic tiling
- concrete basins of potable water, foundation, retaining walls, basement walls

**ADVANTAGES**

- Provides waterproofing by sealing concrete's capillary tracts
- Does not affected by lime
- Increase the strength of the mortar
- Does not have any affect on the curing and hardening properties of the mortar

**AMSTRONG-FIBER**  
Polypropylene Fibre for  
Concrete and Mortar



Available - 100 Gms

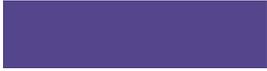
**APPLICATIONS**

- Mass concrete
- Pump concrete
- Congested concrete
- Floor screed
- Plaster concrete
- Ready mix concrete and renders



**Available Color Shades for Tile Grout:**

**Available Color Shades for Epoxy Grout:**

PREMIUM	ROYAL	STANDARD	COLORANT
 144 Bright White	 129 Spectra Pink	 102 Light Grey	 101 Sky Blue
 185 Almond	 105 Serra Sunrise	 188 Silver Shadow	 131 Light Green
 103 Silk	 192 Saltillo	 189 Smoke Grey	 115 Sage
 114 Ivory	 198 Marmalade	 134 Sand Stone	 111 Inca Gold
 123 Antique White	 161 Parchment	 191 Slate Grey	 130 Olive Green
 127 Hemp	 151 Buff	 142 Platinum	 108 Water Blue
 117 Marble Beige	 155 Terra Cotta	 178 Sterling Silver	 125 Pine Green
 124 Natural Grey	 106 Mayan Red	 109 Rasin	 133 Violet
 135 Mocha	 146 Quarry Red	 122 Charcoal Black	 128 Corn Yellow
 145 Raven	 104 Sable		 126 Cadmium Red

\* Grout color may differ from print

# ALEMORA

Marketed By:

**Alemora Chemical Pvt. Ltd.**

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