



Monthly News Magazine of Acecrete Adhesions India Private Limited

Vol-1

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**ACECRETE ADHESIONS
INDIA PRIVATE LIMITED**
is our dream Company
that provides unique
products to the
construction industry.

What is 

'ACETIMES' is a medium of exchanging information. This is a mode to enlighten us and all on the new trends in the market and all related fields. Any new technical input, product innovations and present fad will be featuring in ACETIMES... from time to time.

This is an exchange platform too to have a multi way communication. Kindly feel free to give your views, Ideas & opinions on anything related to our field.

...You may be the next face on our newsletter.

“Great leaders do not do great things, but execute simple things brilliantly.”

- Peter Drucker

Our Vision

We aspire to be a world class organisation with advanced products, processes, unmatched performance and quality. We are committed to delight our stakeholders with unlimited solutions at our single hub-"ACECRETE"

Our Mission

To innovate continuously and provide unique solutions in construction technology.



'ACETIMES' is a monthly news magazines of Acecrete Adhesions India Private Limited. This is a sincere effort from us to keep in touch with all stake holders. Through this magazine we wish to build a network of all parties associated in our field.

At the outset we express our gratitude to you for contributing to the growth and development of our venture. This co existence will definitely be a long lasting one. This is our strong belief.

What's our business?

Our motto is to develop and serve the customer with unique innovative and complete solutions in tile and stone installation system. We offer value to our customers, which help integrate functionality that realizes the strong infrastructure and leads to comfort, safe and reliable life.

We develop products of high quality that match international standards and are tailored to the enhanced properties as per the market requirements.

We give our customers ultimate satisfaction by integrating and synergistically increasing the skills, knowledge, abilities and drive of each and every person involved in our organization. We have a wide variety of solutions that make our customer dreams come true to own a strong, safe, life lasting and tension free infrastructure.

Our Goals

- Promote new technologies, Innovative methods in tiles and stone installation field.
- Offer quality products to the market by partnering with reputed suppliers and provide value added service to the customer.
- Provide expert business management advice and training to the dealers, distributors and customers.
- Dealer exceptional customer service by serving right product in right time followed with expert technical support, improved logistics, increased stock holdings and competitive price.
- Maintain high level of employee morale through personal growth and professional development.
- Foster positive relationships with the customers and ourselves.

Infinite Possibilities

With well equipped manufacturing plant, dedicated staffs and state of the art R&D facility, we have added two more feathers to our cap by launching two innovative products called ACESTAR Tile Gum Paste – A ready-to-use, paste form tile adhesive and ACESTAR Dust-free adhesive - for interior renovation purpose – both are unique kind in India and fits the 'Do-it-yourself' concept.

Product of the Issue **ACESTAR** Tile Gum Paste

STYLE is not permanent. It desires change and if you want to change your tile style ...its as easy as sticking paper with gum.

- **No dust**
- **No mess**
- **No curing**
- **No waste**

& This is No Lie



The above said is true and can be done with the help of no one, because this fits into the 'DIY' Concept i.e. Do it Yourself. Acestar tile gum paste is a superior grip adhesive which can fix any tile to any surface, be it a floor or wall. This is suitable for any tile, anywhere.

A brilliant, DIY technology, ready to use, premixed paste form, flexible, water resistance thin-bed wall and floor tile gum that can be used on a wide variety of substrates, particularly for most applications over concrete, cement plaster, gypsum board, porous substrates, metal, glass, etc. All kind of tiles including glass, metal, etc and natural stones to bond over most demanding and difficult-to-bond dry wall substrates for interior renovation or repair purpose.

What is **ACETIMES**

Features and Benefits

- Ready-to-use, just open and use. No need to mix anything
- Excellent quality, easy to fix
- Suitable for both floor and wall application
- Excellent handling characteristics through extended open and adjustment time
- Ideal for all type of tile and stones, suitable for tile on tile, tile on glass or vice-versa
- Outstanding flexibility with high strength for most difficult-to-bond substrates
- Very good mechanical property

Uses:

- Interior application for floor and wall
- For glass tile, veneer, metal, ceramic and all type of natural stones.
- For tile over most difficult-to-bond substrates

Recommended substrates:

- Cement floors, concrete bed • Masonry • Ceramic tiles and stones
- Plaster • For most category dry wall boards like gypsum, Cement particle board, calcium silicate board, veneer, plywood, etc.

Surface preparation:

Surface must be structurally strong. Remove all grease, oil, dirt, curing compounds, sealers, adhesives, efflorescence or any other contaminant that would prevent good bonding. Concrete or plaster must be cured 28 days prior to bonding unless it is made with Acescreed or Aceplast and should not subject to hydrostatic pressure. Expansion joints should never be bridged with setting material. Surface temperature should be maintained above 10° C or below 38° C to achieve proper bonding.

Mixing:

This is a DIY concept, premixed ready to use product. Therefore nothing needs to be added or mixed. Just open the pail and use it.

Application:

Use a required size notch trowel to ensure proper coverage under tiles. Using the flat side of the trowel, apply a skim coat of mortar to the surface. With the help of properly notched or teeth side of the trowel held at 45° angle, apply additional mortar to the surface, combing in one direction. Press the tile firmly into place in a perpendicular motion across ridges, moving back and forth. The perpendicular motion flattens ridges and closes valleys, allowing maximum coverage. Adjust the tile promptly and beat it in with a beating block and rubber mallet. Periodically pull up a tile and check the back to ensure proper adhesive coverage. If the material has skinned over, recomb with the notch trowel. If too dry, remove and replace the dry material with fresh material.

Technical data:

Open time	Approx 20 min
Adjustment time	Approx 20 min
Pot life	Approx 4 hrs
Tensile adhesion strength	Minimum 250 PSI (1.72 N/mm ²)
Shear bond strength	Minimum 250 PSI (1.72 N/mm ²)
Compressive strength	Minimum 2200 PSI (15.17 N/mm ²)
Duration for normal foot traffic	24 hrs
Duration for heavy foot traffic	72 hrs
Duration for grouting	24 hrs

Pack size: Available in 1kg, 5kg, 10kg & 20kg pail in white colour

Coverage: Approximately 4 - 5 sq.ft per 1kg for 3 mm bed thickness. Coverage will vary depending on surface undulation and application variances

Shelf life: 12 months, if stored in cool and dry area in unopened container.

Note: Refer TDS or visit www.acebond.in for more information.



Mr. Kuttub Naceem
KRAFTS
Interiors & Furnishers
Engineers & Fabricators
Bangalore.



OUR CUSTOMER - SPEAKS

We are very much glad to mention here that we are a regular user of your products, i.e. Acefix 3 Star, Acefix 7 Star Grey & White, Acestar White, Acepoxy, Acefix2C with Acemix 2C etc.. We found your products are having good quality compared to other leading brands available in the market. Wish you all the best.

TECHNO CRAFT

Sand: Cement mortar techniques v/s Tile adhesive

The post-war years have witnessed a truly remarkable revolution in the methods of installing tiles. From a situation where all tiles were fixed with a mixture of sand and cement, the position today is that nearly all tiles are fixed with speciality adhesives, and the sand:cement technique is rarely specified. There is no record of how sand and portland cement came to be used for fixing tiles, but there is little doubt that the practice was well established by the end of the 19th century. The fixing of tiles in sand-cement mortars was the universal method adopted up until the outbreak of the Second World War. Sand:cement mortar is not a suitable medium for fixing tiles to backgrounds of non porous substrates like dry wall boards, vitrified surfaces which are increasingly used today. Again, the faster building schedules in modern construction militate against the use of the traditional fixing method. Above all however, there are distinct intrinsic advantages of adhesives which, collectively, have hastened the disappearance of the old-fashioned methods.

The advantages of Tile fixing with adhesives rather than sand : cement mortar are as follows

- Tiles can be fixed to almost any type of surface, whereas sand:cement mortar is limited in the types of backgrounds to which it can safely be applied
- Much greater bond strengths are obtained with adhesives, and it has the ability to bond to fully vitrified tiles which sand:cement mortar could not
- Reduction of stress imposed on tiles. This is a particularly valuable feature
- Cleaner, quicker, easier fixing of tiles, leading to increased productivity
- Elimination of the need to soak tiles; soaking and draining of tiles are essential pre-requisites of sand:cement mortar fixing
- Adhesives are made to carefully controlled formulae. With sand:cement methods, mixing errors are by no means infrequent; often a nominal 3:1 sand:cement mortar can be much richer e.g 1:1, especially if a shovel is used to measure proportions
- Eliminations in the troubles introduced by variations in sand. There are many different sands in this country, not all are equally suitable for inclusion in sand:cement mortars
- Durable bond, no curing required
- No salt and efflorescence, less time required for tiling
- The structural weight of the installation is reduced Being flexible, absorbs thermal and physical movements.

“ Continuity gives us roots; change gives us branches, letting us stretch and grow and reach new heights. ”

-Pauline R. Kezer

NEWS DESK



PACING ACECRETIONS 4 COLLECTIVE EXCELLENCE

We believe in self growth in a systematic and disciplined way. This has become our way of life. To instil enterprising qualities in our staff and stockists, an intensive training program was conducted on 12th October 2013, at Mangalore.

This is our routine exercise to know, to learn and to explore. This is a never ending quest and this zeal keeps us alive.

We intend to open this platform at regular intervals to all interested associates of construction technology.

The training sessions conducted by Mrs. Preethi D'Souza were on interpersonal skills, communication, etiquettes, product knowledge and much more.

In this intensive training program, all staff and participants bond grew strong and were committed to build a strong bond with ACEBOND.



NEWS DESK



'To know and not tell' creates a gap that only broadens. We, in our masons meet give first hand information to the applicators of our products i.e. masons.

We conduct masons meet at regular intervals. Hands on experience, clearing of doubts at the first stage, disseminating information and gaining knowledge through exchange are the main features of our masons meet.

Our family grows and it is through these meets our products become the talk of the town and pioneer too in the construction technology.



Participated Masons in Mason Meet



Product Display in Mason Meet

IN CONCLUSION

Our humble beginning was 'Acebond Construction Technology'. Thanks to the support from you, we now have grown and have become a company – 'Acecrete Adhesions India Private Limited'. We in this issue convey our sincere thanks all our clients, customers, dealers, distributors, executives & staffs who believe in us and support us in this walk toward success.

Acecrete would not have reached this stature without your support. We are sure to have your support in our every step...because... Our BOND LAST FOREVER

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Book-Post

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Interior | Exterior | Wall | Floor | Facade | Submerged Applications

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