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MONTHLY NEWS MAGAZINE OF ACECRETE ADHESIONS INDIA PRIVATE LIMITED

OUR CUSTOMER SPEAKS

We have been using your product 'ACEFIX 3 STAR' for our various ongoing projects, which is found to have good bonding properties and is cost effective too.



Nitin Babshet
Project Manager
NANU ESTATES PVT. LTD



Feel free to give your views, feed back, ideas and opinions related to this field. You may be the next face in our news letter.

To,

Book-Post

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.

If Undelivered, please return to:



Acrete Adhesions India Private Limited

205, 2nd Floor, Inland Avenue, M.G. Road, Mangalore-575 003. Phone: 0824 - 221 9917 www.acebond.in email: info@acebond.in

CONTACT US:

Bangalore :	+91 963 279 3377	Coimbatore :	+91 934 443 4477
Hubli :	+91 963 274 3377	Cochin :	+91 934 982 3377
Kannur :	+91 938 812 8877	Shimoga :	+91 934 170 4477
Belgaum :	+91 963 263 2277	Thrissur :	+91 938 881 6277
Kolhapur :	+91 937 170 1177	Trivandrum :	+91 963 256 4077
Calicut :	+91 934 488 3277	Goa :	+91 937 252 3377
Mangalore :	+91 963 263 2277	Udupi :	+91 934 340 4477
Chennai :	+91 934 370 4477	Hassan :	+91 934 370 4477
Mysore :	+91 963 278 3377	Rest of Tamilnadu :	+91 966 370 0377

Rest of India : +91 824 221 9917

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Monthly News Magazine of Acrete Adhesions India Private Limited

TECHNO CRAFT

STONE AND GROUT CARE-ACESEAL IMPREGNATING SEALERS

"Natural Stone" refers to a number of products quarried from the earth, used over many thousands of years as building materials and decorate enhancements. These products include granite, marble, limestone, travertine, slate, quartzite, sandstone, onyx, and others; they are more than just rocks. Natural stone is hand selected from the best, most consistent sources for durability and beauty.

Natural stone products differ in composition, color, and texture even among pieces from the same source. This is usually considered a benefit, lending itself to one of a kind designs and distinctive, dramatic applications. Natural surfaces are very easy to maintain. Clean stone floors with warm water and a mild liquid soap. Never use abrasive chemicals on stone. Neutral cleaners are needed to clean natural stone tiles. Acidic or alkaline cleaners should be avoided as they can open the pores of the natural stone and change the color of the surface.

It is a common misconception that stone is "stain proof". However, water, oil and other liquids can easily penetrate porous natural stones, leaving unwanted stains. It is especially important to use a protective sealer in high-traffic and food areas. This will reduce maintenance to a minimum and provide maximum protection against stains and slips.

There is no set rule on how often to seal your natural stone. Sealing can be as frequent as six months for higher traffic areas on marble, slate, travertine, and limestone or every couple of years for granite countertops. Also some sealers provide for only a single application every ten years. All natural stone including marble and granite, must be properly sealed to protect against staining. Without proper and regular sealing, granite and other natural stones being are porous can absorb spilled substances and leave unsightly stains and marks.



Sealing your stone for a natural look:

If you are trying to retain the natural look of your stone products, we recommend you employ protective sealers for your interior and exterior materials. There are a great variety of sealers available in Ace Seal range of sealers such as Ace Seal Magic, Ace Seal Impregno and Ace Seal Oleoblock. Our impregnator sealer consists of microscopic balls of silicone or fluoro polymers that attach themselves to crevices inside the stone. These balls become a permanent part of the stone, and act as a waterproof shield.

Sealing your stone with color enhancement:

If you want to transform the surface of your stone for color enhancement, especially unpolished natural stone materials such as tumbled, we recommend to use of wet-look sealers such as Ace Seal Wetmate, Ace Seal Wetmate N' Stainproof, Ace Seal Wetmate N' Oilproof. These products will deepen the color of your stone, and protect it from stains and weathering.

Grout care:

All cementitious grout requires sealers to protect from water absorption and stain resistance. We recommend using Ace Seal Magic, a grout and stone protective sealer or Ace Seal Impregno or Ace Seal Oleoblock to seal the cementitious grouts. However Epoxy based grouts does not require sealers.

MONEY CANNOT BUY ONE OF THE MOST IMPORTANT THINGS YOU NEED TO PROMOTE BUSINESS: RELATIONSHIPS.

ACE COLUMN

by Preethi K D'Souza

Relationships are the key to success and customer relations is one of the primary relations that are to be built and maintained in the business world. Staff personnel are the main windows of the company and the customer often first peeps into the company and the products through this link. So the prime onus of building and maintaining customer relations is in the hands of the staff who are in constant contact with the king...the Customer.

Powerful relations just do not happen from one meeting alone but then happen in a series of fruitful interactions. Here are some suggestions. All you need is a plan to make your business connections grow and work for you. With reciprocity and both parties benefitting, this is a skill that you can master.

1. Build your network... it's your sales lifeline. Your network includes business colleagues, professional acquaintances, prospective and existing customers, partners, suppliers, contractors and association members, as well as family, friends and people you meet in society and even in your community. Contacts are potential customers waiting for you to connect with their needs. They will not tell what they need, but in interactions with them, you need to make them realise their needs and offer solutions too. They will not remember you, but it is your duty to remember them and their needs. Do it right by adding value to the relationship, and that contact you just made can really pay off.

2. An interesting new sport is Communication. You need to play it often to master it. Relationships have a short shelf life. No matter how charming, enthusiastic or persuasive you are, no one will likely remember you from a business card or a one-time meeting. One of the biggest mistakes people make is that they come home from networking events and fail to follow up. Make the connection immediately. Send a mail or SMS in a days' time and keep the connection alive. Remember that we rarely meet people at the exact moment when they need what we offer. They will remember us in their needs only if we stay on their minds. It's easier to keep a connection warm than to warm it up again once the trail goes cold. So take the time to turn your network of connections into educated customers.

3. Embrace E- Marketing. Technology has given an invisible hand help in maintaining relations. E means Electronic both Effective and Efficient one and this form of marketing is the best tool to keep in touch with all contacts with no much cost and effort. With the help of the mobile phones and the internet all engaged staffs can utilise this form of marketing and build life time relations. Offering a copy of newsletters like Ace times on the second visit to the concerned person is a nice way to open a conversation. E-mail marketing too is a cost-effective and easy way to stay on customers' minds, build their confidence in your expertise, and retain them. And it's viral! Contacts and customers who find what you do interesting or valuable will forward your e-mail message or newsletters like this one to other people, just like word of mouth marketing.

4. Reward Loyal customers and they will reward you. Do you know that your most profitable customers are the repeat customers! On an average a repeat customer spends 67 percent more than the new customers. The question here is, are you putting real efforts to stay in touch with your customers to bring repeated sales. Stay in touch, and give them something of value in exchange for their time, attention and business. Even a right advice at the right time along with good mannerisms will work wonders. Just remember: If you don't keep in touch with your customers, your competitors will.

Thus if relations are to be maintained a pattern has to be followed. First identify customers individually and then when you treat your customer do differentiate them from one another as their needs are different. Interact with customers very often and do not forget to customize for your esteemed customers. Sometimes relations may get strained but do not lose the customer by wanting to win an argument to prove you right. Remember repairing a damaged customer relationship can be a difficult task, but it can be done. Work to regain the lost trust and there is a good chance the client will provide at least one more opportunity for redemption.

HAPPY RELATIONS AND LET THEM BE REAL

Tile & Stone Care

ACESEAL Magic Stone and Grout protective sealer

ACESEAL Magic is a water based sealer for highly porous surface that penetrates deep into the surface and therefore has an extremely long-lasting effect. It is a protecting sealer which penetrates and forms an invisible water repellent coating. It is recommended for use on porous tiles, stones, blocks and cementitious grout joints for tiled floors and walls. It is a transparent impregnating sealer that does not alter the natural look of the surface is also recommended to use ACESEAL MAGIC as back coat primer for porous tiles, stones, pavers, blocks or other substrates, as a barrier to resist stains from water, alkali, efflorescence, etc reaching the top surface.

Features and Benefits:

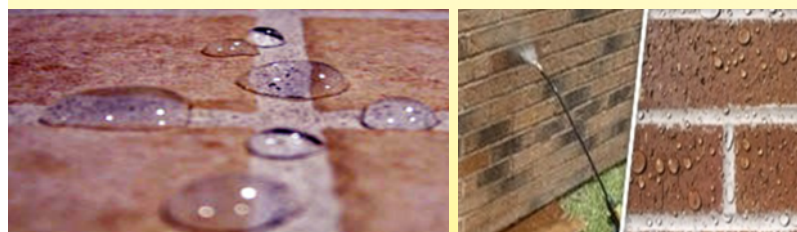
- Cost effective, water based, odorless, easy to apply by brush or roller
- Resists stains and water based contaminants
- Weather resistance, protects ancient structures, stone, bricks and tiles
- Allow moisture vapor transmission
- Can be used as back coat primer for stone installation to avoid stains reaching out to top surface

Uses:

- Interior and exterior, wall or floor application for residential and commercial use
- Can be applied on all kinds of porous tiles or natural stones
- Can be used as efflorescence resistance back coat primer for tile or stone installation
- Can also be used on concrete surfaces before painting or laying of tiles to prevent efflorescence and providing water resistance (Contact sales representatives for suitable tile adhesive recommendation for installation of tiles over treated surface)
- Can be used as a grout releasing agent by treating the tile or stones before the application of grout.

Pack size: Available in 1, 5 and 20 liter

Coverage: Approximately 100 sft per liter. Coverage may vary depending on the porosity of surface and application method.



ACESEAL Impregno Stainproof Sealer



A premium penetrating breathable sealer which has excellent stain inhibitor properties for highly porous tiles or stones. It penetrates deep into the surface and therefore has an extremely long-lasting effect. It is a fluorosilicone based sealer which penetrates and forms an invisible barrier. It makes the surface not only resist water but also dirt and other contaminants and make it easier to clean. It is recommended for use on porous tiles, stones, blocks and cementitious grout joints for tiled floors and walls. It is a transparent impregnating sealer that does not alter the natural look of the surface.

Features and Benefits:

- Highly effective, fluorosilicone based
- User friendly, easy to apply by brush or roller
- Resists stains from water based contaminants
- Weather resistance, protects ancient structures, stone, bricks and tile
- Allow moisture vapor transmission
- UV resistant, Non-yellowing

Uses:

- Interior and exterior, wall or floor application for residential and commercial use
- Can be applied on all kinds of porous tiles or natural stones like marbles, granites, flamed stones, sand stones etc
- Can be used as a grout releasing agent by treating the tile or stone before the application of grout.

Pack size: Available in 1, 5 and 20 liter

Coverage: Approximately 100 sft per liter. Coverage may vary depending on the nature of surface and application method.

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

Sample Testing: It is recommended to perform small testing on actual surface to make sure the suitability of the product for your requirement.

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

ACESEAL Oleoblock Oil proof Sealer

Aceseal Oleoblock – Oilproof Sealer is a heavy-duty highly penetrating breathable sealer which has excellent oil and other stain resistance properties for any kind of tiles or stones. It penetrates deep into the surface and therefore has an extremely long-lasting effect. It is a fluoropolymer based sealer which penetrates and forms an invisible barrier. It is also a Nano-technology sealer that allows moisture vapour transmission and inhibits the growth of mould. It makes the surface not only resist water but also oil, dirt and other contaminants and make it easier to clean. It is recommended for use on porous tiles, stones, blocks and cementitious grout joints for tiled floors and walls. It is a transparent impregnating sealer that does not alter the natural look of the surface.

Features and Benefits:

- Highly effective, Fluoropolymer based
- Nano technology, allow moisture-vapour transmission
- User friendly, easy to apply by brush or roller
- Resists stains from oil and water based contaminants
- Weather resistance, protects ancient structures, stone, bricks and tiles
- UV resistant, Non-yellowing

Uses:

- Interior and exterior, wall or floor application for residential and commercial use
- Can be applied on all kinds of porous tiles or natural stones like marbles, granites, flamed stones, sand stones etc
- Can be used as a grout releasing agent by treating the tiles or stones before the application of grout.

Pack size: Available in 1, 5 and 20 liter

Coverage: Approximately 100 sft per liter. Coverage may vary depending on the nature of surface and application method.

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

Sample Testing: It is recommended to perform small testing on actual surface to make sure the suitability of the product for your requirement.

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



ACESEAL Wetmate A premium wet-look sealer

Aceseal Wetmate is a solvent based premium grade deep penetrating wet look sealer designed to enhance the natural look of the surface. It seals the porous with a wet look finish, enhances the colour of the tile or stone and provides a breathable surface which allows water vapour transmission. It is designed to use on any kind of surfaces like plain, flamed, sand blasted, tumbled and textured. It can be used for interior or exterior applications.

Features and Benefits:

- Highly effective, enhances the natural look of the surface for long time
- User friendly, easy to apply by brush or roller
- Weather resistance, protects ancient structures, stone, bricks and tiles
- Allows moisture vapor transmission
- UV resistant, Non-yellowing

Uses:

- Interior and exterior, wall or floor application for residential and commercial use
- Can be applied on all kinds of porous tiles or natural stones like sand stone, marbles, flamed granites, sand blasted stones, tumbled stones, etc

Available Pack size: 1, 5 and 20 liter

Coverage: Approximately 100 sft per liter. Coverage may vary depending on the nature of surface and application method.

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

Sample Testing: It is recommended to perform small testing on actual surface to make sure the suitability of the product for your requirement.

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

Quote of the Month

“The best way to not feel hopeless is to get up and do something. Don’t wait for good things to happen to you. If you go out and make some good things happen, you will fill the world with hope, you will fill yourself with hope.”

- Barack Obama

