

ED Desk



Dear Reader,

Building 'BOND' beyond business is our motto. Acecretions always believe in togetherness and from the past one year, we achieved many milestones only through this TOGETHERNESS. Our direct communiqué with you through ACETIMES have given us immense pleasure and has helped us in strengthening our bond and we firmly believe that this 'BOND LASTS FOR EVER'.

Michael Altshuler says, 'The bad news is-time flies. The good news is-you are the Pilot'. We at Acecrete live on this statement. Time has moved fast but within this time span we have reached so many heights. We are recognised as a fast growing firm in the segment and also as trust worthy product suppliers/manufacturers as per customer's satisfaction and yes, we are very proud to be associated with leading builders/engineers and architects, with proven quality products.

Now ACECRETE is ISO 9001:2008 certified company. We are now one among the major players in the construction chemicals industry in South India. In a very short period we have tapped the market in South India. We have got many 'PATs' on our BACK from the industry leaders for our products and service. We are very proud to be an established organisation in the industry.

But we know...this is just the beginning. There is a real long way to go. Friends, with all your cooperation, love and affection, we firmly believe that any thorns on the way ahead will not be big hurdles in our move. Yes, we believe in the good news...that we are the PILOTS of our firm's journey as stated by of Michael Altshuler and we are moving ahead with confidence. In this direction, your valuable suggestions, opinions, feedback and advices matter the most to us. We are eagerly waiting for the same. Do feel free to give your thoughts to us. Let us meet in next issue...till then have a nice time.

TECHNO Craft

USE OF ADMIXTURES IN TILE ADHESIVE, GROUT AND MORTAR

Proprietary mixture of chemicals added at the mixing stage to tile adhesive, grout or mortar to alter or improve the pre-determined properties, is known as Admixtures. Acecrete made admixtures are water based polymer emulsions available in milky white colour. Use of admixture improves workability, water resistance and bond strength and will permit tiling or grouting where there is limited movement or vibration. Some of admixtures can also be used as primer on porous and difficult substrates prior to tiling or screeding.

KEY FEATURES OF ADMIXTURES

- Improves flexibility • Improves water resistance • Improves adhesion • Works as water reducing agent • Can be used as primer

ADMIXTURES TABLE

Name of Admixture	Improves Flexibility	Improves Water Resistance	Improves Adhesion	Water Reducing	Can be used as primer	Mainly Used in / as
Aceproof Waterproofing additive		*	*	*		Concrete Mortar
Acemix Grout Admix	*	*	*			Acegrout Superfine Series & Coarse Series
Acemix 2C Latex Admix	*	*	*		*	Two Component, along with Acefix 2C
Acemix Superflex Admix	*	*	*			With Acefix 7 Start to tile on all difficult-to-bond dry wall substrates
Acemix TBL	*	*	*	*	*	With Acefix TBL, Aceplast, Acecreed
Acemix Block Additive	*	*		*		In Hollow / Solid Blocks

NOTE WHILE USING ADMIXTURE

- Admixture is used to produce desired effects more economically.
- Required dose must be carefully determined and administered.
- Check job specification.
- Use the correct admixture. Never use one from an unmarked container.
- Keep containers closed to avoid accidental contamination.
- Add the correct dosage. Avoid adding 'a little bit extra'.
- Best if added to the mixing water.
- Manufacturer's recommended dosage is usually adequate.
- Trial mixes are important to determine most effective dosage.

RESTRICTIONS

All work should be carried out to current best practice and trade body guidance. The addition of more dosage of admixture may result in an extension of initial and final setting times. It is important to bear this in mind and to check that adhesives have properly set before grouting.

PRODUCTS OF THE MONTH

ACEMIX Grout Admix

Acemix Grout admix is a high quality, milky white, latex based additive designed for use with Acegrout Superfine cementitious grout. Acemix Grout Admix is used in place of water to provide flexibility to the system after curing.

Uses:

- Interior and exterior use for superfine and coarse grout
- For all kind of tiles and natural stones

Features and Benefits:

- Improves flexibility, resists powdering and cracking
- Gives hydrophobic property to the grout
- Prevents damage to grouts from weathering and thermal shock.
- Reduces staining and water absorption.

Pack Size: Available in 400ml, 5 ltr and 20 ltr

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



ACEMIX 2C Latex admix

Latex based crete admixture designed for mix with ACEFLEX 2C high performance crete powder. The setting adhesives made with ACEMIX 2C Latex admix provides increased flexibility for exterior high end application, very high bond strength and long workability. With its unique blend of latex, additives and selected ingredients offers the ultimate in bond strength and flexibility for the most demanding installation requirements for large format tile or stones to most difficult-to-bond substrates.

Features and Benefits:

- Very high flexibility with high bond strength
- High impact resistance, high mechanical property
- Low water absorption

Pack size: Available in 5ltr & 20ltr pack

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



ACEMIX Superflex Admix

Highly flexible latex admixture for use with thin set adhesives to get very high flexibility along with strong bond strength for installation of tile or stones on most dry wall applications. It is recommended to use ACEMIX SUPERFLEX admix with ACEFIX 7 Star for installation of tile/stone on selected grade plywood.

Uses:

- Used in place of water with thin set adhesive for installation of tiles or stones on most difficult surfaces.
- For Installation of ceramic tile, brick, natural stone, porcelain tile on Plywood and variety of other substrates.

Features and Benefits:

- Nonhazardous, safe to use admixture.
- High strength, shock and impact resistant
- Strong, super flexible, very good adhesion to many substrates

Pack size: Available in 5 ltr & 20 ltr pack

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



ACEMIX TBL

Concentrated latex admixture diluted with water on site and then mixed with ACESCREED or ACEPLAST to make cement screed, cement plasters and thick mortar beds to get very high mechanical property and improved physical characteristics of the bed.

Features and Benefits:

- Used for interior and exterior application such as screeds, renders and underwater applications
- High compressive strength and thermal shock resistance.
- High adhesion and lower water absorption
- Can use for repairing & patching of concrete floor and walls

Pack size: Available in 5 and 20 ltr pack.



“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”

ACE COLUMN

by Preethi K D'Souza

NETWORKING

There are many important words in the dictionary. The most prominent ones are identified in the **Short Course in Human Relations** as summarized below:-

- The six most important words : I admit that I was wrong
- The five most important words : You did a great job
- The four most important words : What do you think ?
- The three most important words : Could you please. . .
- The two most important words : Thank you
- The most important word : We
- The least important word : I



The focus that we need to shift now is to the ONE most important word and that is 'WE'. Yes WE can always make a difference. 'WE' stands for a team, a collective effort and it definitely means more than ONE. When we think of being more in number the only thing that helps us do this is networking.

Networking is the exchange of information or services among individuals, groups, or institutions; specifically: the cultivation of productive relationships for employment or business. Networking is done in networks. The buzz word today is business networking. Business networking is a socioeconomic business activity by which groups of likeminded businesspeople recognize, create, or act upon business opportunities. A business network is a type of business social network whose reason for existing is business networking activity.

The ability to network is one of the most crucial skills any entrepreneur can have. How else will you meet the clients and contacts necessary to grow your business? But many people are put off by the idea of networking, thinking it requires a phony, glad-handing personality that oozes insincerity. Nothing could be farther from the truth.

Think a moment. What does a good networker do? How does he or she act? What is his or her basic attitude? You'll probably be surprised at how much you instinctively know about the subject.

You may decide, for example, that a good networker should be outgoing, sincere, friendly, and supportive, a good listener or someone who follows up and stays in touch. To determine other skills an effective networker needs, simply ask yourself "How do I like to be treated? What kind of people do I trust and consider good friends?"

Now that you have an idea of what attributes a good networker must have, take an objective look at your own interactive abilities. Do you consider yourself shy and regard networking groups as threatening? Do you tend to do all the talking in a conversation? Do you give other people referrals and ideas without a thought to your own personal gain? Can people count on your word?

Many people go to networking events, but very few know how to network effectively. Networking is more than just getting out and meeting people. Networking is a structured plan to get to know people who will do business with you or introduce you to those who will.

The best way to succeed at networking is to make a plan, commit to it, learn networking skills and execute your plan. To make the best plan, ask yourself: What do I want to achieve? How many leads (prospects) do I want per month? Where do my customers and prospects go to network? What business organizations would benefit my business? How can I build my image and my business's image? What would I like to volunteer to do in the community?



Make a five-year networking plan listing your five best customers, five targeted prime prospects and five targeted organizations. Next, set goals for involvement in each organization; determine how much time you will need to commit to each organization and prospect, and decide what kinds of results you expect.

Now that you have a plan, get committed. Tell yourself that you will devote enough time and effort to make it work. Half the battle of networking is getting out there and swim.

The other half of the battle is learning to network effectively. Typically, ineffective networkers attend several networking groups but visit with the same friends each time. Obviously, this behavior defeats the entire purpose of networking. If you stick with familiar faces, you never meet anyone new. And since most people stay within their circle of friends, newcomers view the organization as a group of cliques. This is one reason people fear going to new organizations by themselves--they're afraid no one will notice them.

The trick with networking is to become proactive. This means taking control of the situation instead of just reacting to it. Networking requires going beyond your comfort zone and challenging yourself. Try these tips:

- Set a goal to meet five or more new people at each event.
- Try one or two new groups per month.
- Carry your business cards with you everywhere.
- Don't have a fixed place at the program.
- Don't sit by people you know.
- Get active.
- Be friendly and approachable.
- Set a goal for what you expect from each meeting.
- Be willing to give and to receive.



So friends it is really nice to know more people and have smiles exchanged very often. It's a winner's attitude that we develop by networking. So let's get ahead and know more people... genuinely.

"To give real service, you must add something which cannot be bought or measured with money"

- Mokshagundam Visvesvarayya