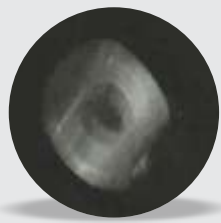


Chalking in JKCement WallMaxX

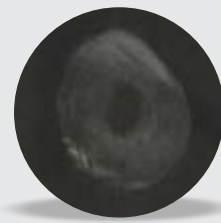
Various results when a black cloth is scrubbed against a wall.



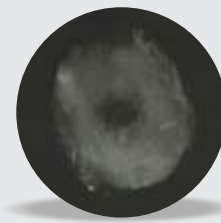
JKCement WallMaxX



Competitor 1



Competitor 2



Competitor 3

Technical Specification:

Properties	UOM	JKCement WallMaxX
Workability (At the time of application)	Star rating	4
Tensile adhesion strength	N/mm ²	1.08
After 14 days		
Compressive strength @ 28 Days	N/mm ²	5.85
Cross cut adhesion strength	0B-5B	4B
Water drop resistance	min.	40
Abrasion resistance as per ISO 13007 part 4	%	90
Intensity of abraded material on black cloth	Visual	5
	%	10

Technical Support:

The Customer Technical Services division offers a comprehensive service to influencers and applicators. Technical Executives are always available to provide further information and arrange demonstrations at sites and projects.



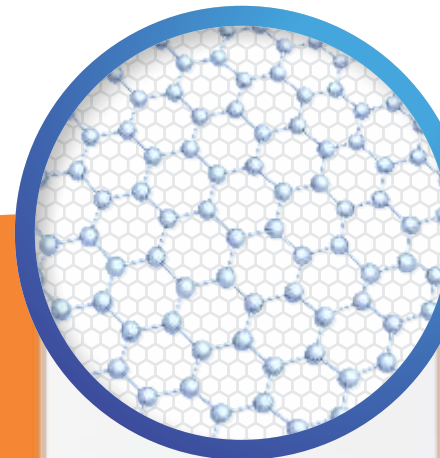
Registered Office

Kamla Tower, Kanpur-208001, Uttar Pradesh
 Telephone : 0512 2371478-81, Fax : 0512 2399854,
 Website : www.jkcement.com Customer Helpline No. : 1800 102 8868



Vigyaan jo daal de deewaron mein jaan!

JKCement
WallMaxX
 White Cement Based Putty



Deewaron ko den long lasting beauty with the SCIENCE of A-R-T



About JK Cement Ltd.

JK Cement Ltd. is one of the leading cement manufacturers in India that has partnered the Nation's multi-sectoral infrastructure needs on the strength of its product excellence, customer orientation and technology leadership. A pioneer in the White Cement industry, the company is the leading producer of wall putty in the Country and one of the largest white cement manufacturers in the world.

JKCement WallMaxX is distributed through a Pan India network of dealers and retailers of JK White Cement.

About JKCement WallMaxX

JKCement WallMaxX is a white cement based putty formulated with Abrasion Resistant Technology (ART), which protects the painted surface from flaking and cracks formation.

Its unique formulation gives a smooth, glossy & durable finish, brilliant whiteness while offering superior coverage.

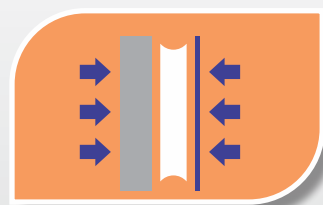


JKCement WallMaxX is formulated with A-R-T to give your walls long lasting beauty

A.R.T. and XLLP Provides



No chalking

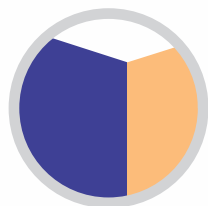


Stronger adhesion



Long life to your painted wall surface

Benefits



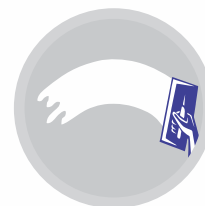
Smooth & Glossy Finish



Resists Flaking

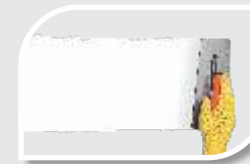


Longer Paint Life



Higher Coverage

Area of Application



Cement Base Plaster / Coarse Plaster



Concrete Walls

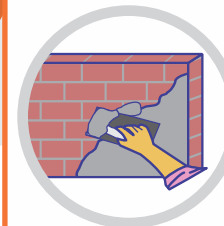


Ceiling Surface



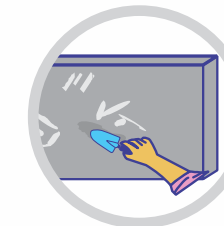
Dry Walls

Pre Painting Steps



1. Plaster :

New masonry surfaces must be allowed to cure completely for best results. It is recommended to allow 28 days as curing time for new masonry surfaces.



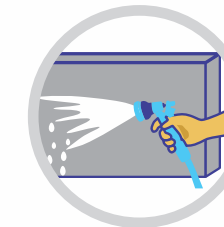
3. Filling of Cracks :

Crack fillers should be used for the filling of cracks upto 3mm. For filling of holes & dents, a mixture of white cement and fine sand should be used in the ratio of 1:3.



2. Cleaning :

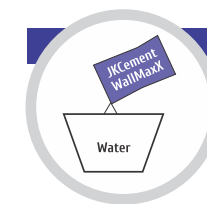
Ensure that surface is completely free from dirt, loosely held plaster, powdery residue, oil, grease or any other contamination. Any previous growth of fungus, algae or moss needs to be removed thoroughly by vigorous wire brushing and cleaning with water.



4. Pre-Wetting :

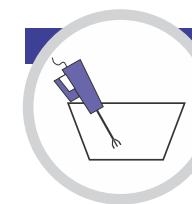
Pre-wet the surface with water before application of 1st coat of JKCement WallMaxX.

Application Process



Mixing Ratio

Mix JKCement WallMaxX with 35%-40% clean water by weight



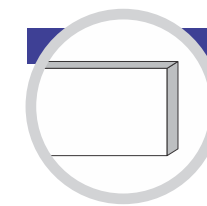
Mixing

It is recommended that a mechanical stirrer be used to mix putty with water to form a consistent lump-free paste



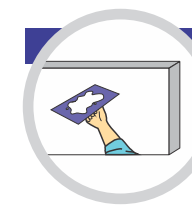
Application Step 1

The thoroughly mixed paste should be applied uniformly on the surface using a putty blade from bottom to top



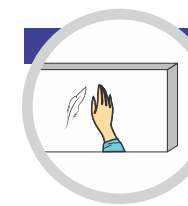
Application Step 2

Allow the surface to dry for 4-6 hours before applying the second coat of JKCement WallMaxX



Finishing

Apply second coat of JKCement WallMaxX evenly to smooth out the surface



Drying

Let the wall dry for 2-3 days before application of paint

*The imported Xtra Long Life Polymers (XLLP) added in JKCement WallMaxX help reduce the chances of flaking of the painted surface and enhance its water repelling properties
**Volatile Organic Compound