

Product Application

Mixing

Mix JK Cement GypsoMaxX in water
(JK Cement GypsoMaxX : Water ratio = 2:1)

Blending

Mix thoroughly to make a
uniform lump-free paste

Level Mark

Put level mark and ensure vertical
level by using plumb

Reference Mark

By placing aluminum box plate on level marks,
fill the gap with JK Cement GypsoMaxX

Application

Apply fresh material paste on
the wall with trowel

Levelling

Level the material paste on the
wall with aluminum box plate

Finishing

Mix thin slurry and apply on leveled
surface with trowel to get smooth finish

Drying

Leave the wall to dry for
2-3 days

JK Cement LTD.

New & Improved
Formulation

JK CEMENT
GypsoMaxX
Premium Gypsum Plaster

β-hemihydrate
With Latest Technology

Silk like
smoothness

Storage and Shelf Life

- Store the bags on elevated dry platforms made of bricks / timber / concrete.
- Use 'First in First Out' system (FIFO) for storage and consumption.
- Shelf life of the product is 3 months. However, if properly stored, the shelf-life of a sealed bag can be increased to 6 months.

Packing:-

Available in 25 Kg, 20 Kg, 2 Kg bags

Health & Safety Precautions

This product is non-toxic and non-hazardous. However, the use of gloves, dust-mask and goggles is recommended. In case of contact with skin/eyes, wash immediately with clean water. If prolonged irritation persists, professional medical aid should be sought immediately.

Technical Support

JK White Cement Customer Technical Services (CTS) department, offers comprehensive services to influencers, applicators and customers. Technical executives are always available to provide further information and arrange demonstrations/ samplings/ trainings etc. as and when required.

Please feel free to contact your local JK White Cement executive or contact us on the details mentioned in this brochure.

JK Cement Ltd.

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



JKWC 301



About JK Cement GypsoMaxX

JK Cement Ltd. presents its latest offering - JK Cement GypsoMaxX, a premium gypsum plaster made from the purest form of natural gypsum. It is a premium base coat produced as a result of calcination of the raw gypsum under a controlled production process in specialized manufacturing units.

JK Cement GypsoMaxX is suitable for application on internal surfaces including walls and ceilings.



Areas of Application*

JK Cement GypsoMaxX is suitable for application on internal substrates including AAC blocks, RCC, concrete and various other types of blocks/bricks.

JK Cement GypsoMaxX can be applied:

1. As a two-step process of sand-cement plastering followed by JK Cement GypsoMaxX punning.

2. As a one step process of direct application of a single-coat layer.

Application of JK Cement GypsoMaxX would result in a superior silk-like finish and higher coverage.

*For concrete, plaster board, RCC & other similar surfaces, use a bonding agent.

Benefits of JK Cement GypsoMaxX



Cost Effective

JK Cement GypsoMaxX can replace one coat of sand cement plaster, leading to considerable savings due to reduced labour and material costs. Its silky smooth finish post drying reduces the consumption of putty/paint. This also therefore, leads to reduction in labour cost of overall paint application.



Exceptional Coverage

Special additives mixed during the manufacturing process lowers the overall density of JK Cement GypsoMaxX, resulting in higher coverage.



Water Saving

Conventional plastering methods require curing of sand cement walls during the application, whereas, JK Cement GypsoMaxX is self-setting.



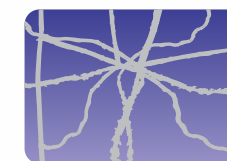
High Strength

Gypsum as a raw material inherently has high transverse strength, hence JK Cement GypsoMaxX is very strong by virtue, in terms of bonding.



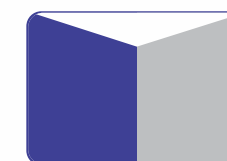
Dazzling Whiteness

The whiteness of JK Cement GypsoMaxX is approx. 75%.



Crack Resistant

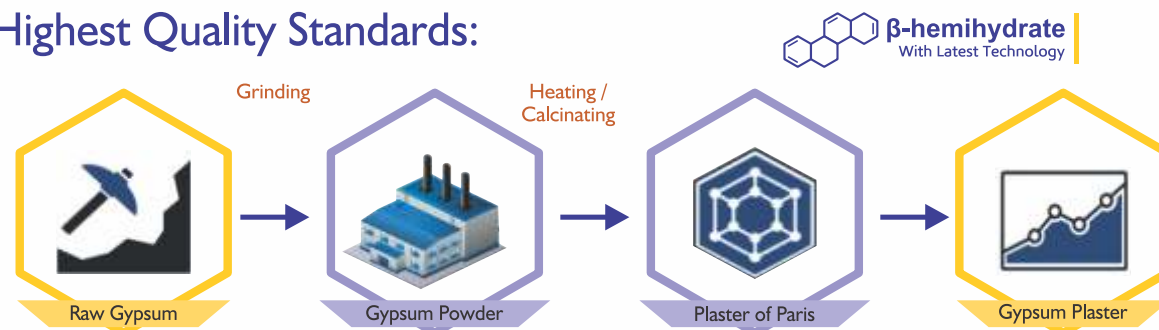
JK Cement GypsoMaxX does not shrink or expand post application / drying due to its inherent character, thus avoiding shrinkage cracks.



Silky Smooth Finish

JK Cement GypsoMaxX is a premium gypsum plaster with β -Hemihydrate. Its state-of-the-art manufacturing technology ensures silk-like finish of walls and ceilings.

State-of-the-Art Manufacturing Process and Highest Quality Standards:



- The purest quality of gypsum is mined from select mines of Rajasthan.
- Raw material is screened and processed in state-of-the-art factories under strict quality controls to produce JK Cement GypsoMaxX.
- Produced from manufacturing equipments imported from Germany.

About JK Cement Ltd.

JK Cement is one of the leading cement manufacturers in the Country 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 2nd largest producer of white cement and wall putty in the Country and the 3rd largest white cement manufacturer in the world.

JK Cement GypsoMaxX is distributed through a pan India network of dealers and retailers of JK White Cement.

About the product

Product Information*

Particulars	JK Cement GypsoMaxX
Appearance	White Powder
Coverage @Thickness 12 - 13 mm	18-20 sq.ft. Per 25 Kg of bag
Pot Life	15 minutes
Whiteness	Normal
Heat Resistance	High

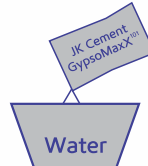
Technical Specifications*

Particulars	JK Cement GypsoMaxX	Specification Range
Dry Bulk Density	720 Kg/m ³	Min. 650 Kg/m ³
Initial Setting Time	20 minutes	10-30 minutes
Consistency	2 : 1	Powder water ratio
Residue of 90 micron size	3.0 %	Max. 5%
Expansion on setting @ 24 Hrs	Not Expansion	Visually
Transverse Strength	20.0 Kg/cm ²	Min 5 Kg/cm ²

*The values obtained are under laboratory test conditions. Tests conducted on site may show slight variations due to methods of testing / application.

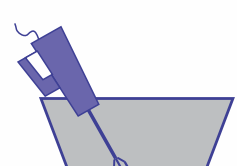
Product Application

Mixing



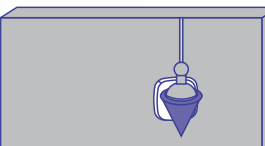
Mix JK Cement GypsoMaxX¹⁰¹ in water (JK Cement GypsoMaxX¹⁰¹: Water ratio = 1 Kg : 700 gms by weight)

Blending



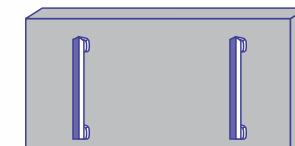
Mix thoroughly to make a uniform lump-free paste

Level Mark



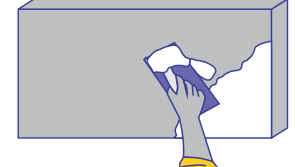
Put level mark and ensure vertical level by using a plumb

Reference Mark



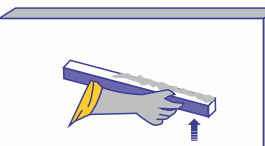
By placing an aluminium box plate on level marks, fill the gap with JK Cement GypsoMaxX¹⁰¹

Application




Apply fresh material paste on the wall with a trowel

Levelling



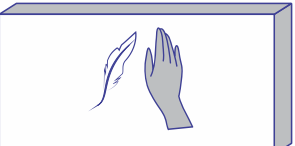
Level the material paste on the wall with an aluminium box plate

Finishing



Mix thin slurry and apply on the leveled surface with a trowel to get a smooth finish

Drying



Leave the wall to dry for 2-3 days

JK Cement LTD.

 **β-hemihydrate**
With Latest Technology

JK CEMENT **GypsoMaxX**¹⁰¹
Premium Gypsum Plaster

International Quality
Gypsum Plaster

Storage and Shelf Life

- Store the bags on elevated dry platforms made of bricks / timber / concrete.
- Use 'First in First Out' system (FIFO) for storage and consumption.
- Shelf life of the product is 3 months. However, if properly stored, the shelf-life of a sealed bag can be increased to 6 months.

Packing

Available in 25 Kg bag

Health & Safety Precautions

This product is non-toxic and non-hazardous. However, the use of gloves, dust-mask and goggles is recommended. In case of contact with skin/eyes, wash immediately with clean water. If prolonged irritation persists, professional medical aid should be sought immediately.

Technical Support

JK White Cement Customer Technical Services (CTS) department, offers comprehensive services to influencers, applicators and customers. Technical executives are always available to provide further information and arrange demonstrations/ samplings/ trainings etc. as and when required.

Please feel free to contact your local JK White Cement executive or contact us on the details mentioned in this brochure.

JK Cement Ltd.

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



JKGYPM 101



About

JK Cement GypsoMaxX¹⁰¹

JK Cement Ltd. presents its latest offering - JK Cement GypsoMaxX¹⁰¹, a premium gypsum plaster made from the purest form of imported gypsum. It is a premium base coat produced as a result of calcination of the raw gypsum under a controlled production process in specialized manufacturing units.

JK Cement GypsoMaxX¹⁰¹ is suitable for application on internal surfaces including walls and ceilings.



Areas of Application*

JK Cement GypsoMaxX¹⁰¹ is suitable for application on internal substrates including AAC blocks, RCC, concrete and various other types of blocks/bricks.

JK Cement GypsoMaxX¹⁰¹ can be applied:

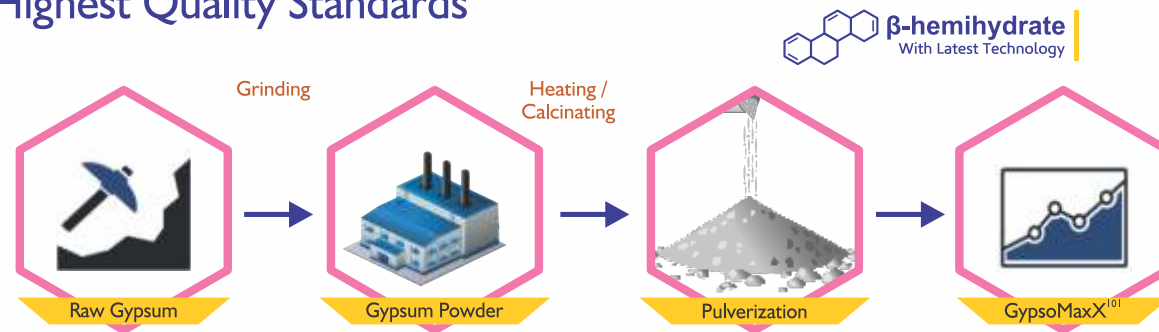
1. As a two-step process of sand-cement plastering followed by JK Cement GypsoMaxX¹⁰¹ punning.

2. Directly as a single-coat in one step.

Application of JK Cement GypsoMaxX¹⁰¹ results in superior whiteness and higher coverage.

*For concrete, plaster board, RCC & other similar surfaces, use a bonding agent.

State-of-the-Art Manufacturing Process and Highest Quality Standards



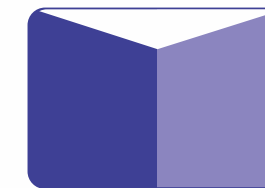
- The purest quality of imported gypsum is mined from selected mines.
- Raw material is screened and processed in state-of-the-art factories under strict quality controls to produce JK Cement GypsoMaxX¹⁰¹.

Benefits of JK Cement GypsoMaxX¹⁰¹



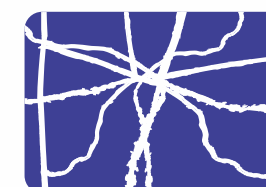
Dazzling Whiteness

The whiteness of JK Cement GypsoMaxX¹⁰¹ is 94% (approx.).



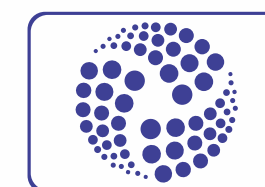
Silky Smooth Finish

JK Cement GypsoMaxX¹⁰¹ is a premium gypsum plaster with β -Hemihydrate. Its state-of-the-art manufacturing technology ensures silk-like finish of walls and ceilings.



Crack Resistant

JK Cement GypsoMaxX¹⁰¹ does not shrink or expand post application / drying due to its inherent character, thus avoiding shrinkage cracks.



Higher Transverse Strength

Gypsum as a raw material inherently has high transverse strength, hence JK Cement GypsoMaxX¹⁰¹ has a strong bonding strength by virtue.

About

JK Cement Ltd.

JK Cement is one of the leading cement manufactures 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.

About the Product

Product Information*

Particulars	JK Cement GypsoMaxX ¹⁰¹
Appearance	White Powder
Coverage @Thickness 10 mm	16-18 sq ft. per 25 Kg of bag
Pot Life	6-8 minutes
Whiteness	Normal
Heat Resistance	High

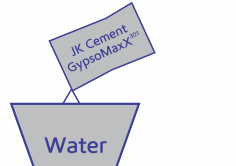
Technical Specifications*

Particulars	JK Cement GypsoMaxX ¹⁰¹	Specification Range
Dry Bulk Density	920 kg/m ³	900-950 kg/m ³
Initial Setting Time	8 min	7-10 min
Consistency	2 : 1	Powder water ratio
Residue on 90 micron size	1.25%	Max 4%
Residue on 150 micron size	0.43%	<1%
Expansion on setting @ 24 hours	Visually	Visually
Transverse Strength	21.4 Kg/cm ²	Min 5 Kg/cm ²

*The values obtained are under laboratory test conditions. Tests conducted on site may show slight variations due to methods of testing / application.

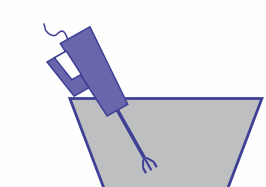
Product Application

Mixing



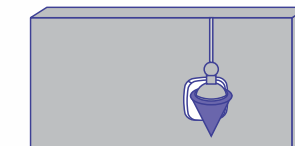
Mix JK Cement GypsoMaxX³⁰¹ in water (JK Cement GypsoMaxX³⁰¹: water ratio = 1 Kg : 700 gms by weight)

Blending



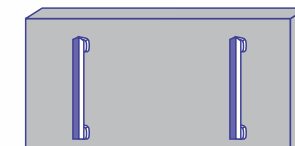
Mix thoroughly to make a uniform lump-free paste

Level Mark



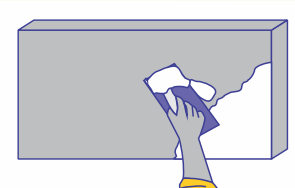
Put level mark and ensure vertical level by using a plumb

Reference Mark



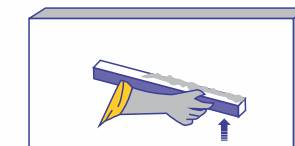
By placing an aluminium box plate on level marks, fill the gap with JK Cement GypsoMaxX³⁰¹

Application




Apply fresh material paste on the wall with a trowel

Levelling



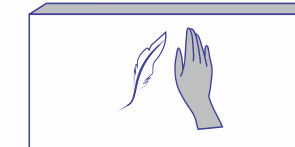
Level the material paste on the wall with an aluminium box plate

Finishing



Mix thin slurry and apply on the leveled surface with a trowel to get a smooth finish

Drying



Leave the wall to dry for 2-3 days

JK Cement LTD.



 **β-hemihydrate**
With Latest Technology

JK CEMENT **GypsoMaxX**³⁰¹
Premium Gypsum Plaster

Superior Whiteness
Smoothest Finish

Storage and Shelf Life

- Store the bags on elevated dry platforms made of bricks / timber / concrete.
- Use 'First in First Out' (FIFO) system for storage and consumption.
- Shelf life of the product is 3 months. However, if properly stored, the shelf life of a sealed bag can be increased to 6 months.

Packing

Available in 25 Kg bag

Health & Safety Precautions

This product is non-toxic and non-hazardous. However, the use of gloves, dust-mask and goggles is recommended. In case of contact with skin/eyes, wash immediately with clean water. If prolonged irritation persists, professional medical aid should be sought immediately.

Technical Support

JK White Cement Customer Technical Services (CTS) department, offers comprehensive services to influencers, applicators and customers. Technical executives are always available to provide further information and arrange demonstrations / samplings / trainings etc. as and when required.

Please feel free to contact your local JK White Cement executive or contact us on the details mentioned in this brochure.

JK Cement Ltd.

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



JKGYPM 301



About JK Cement GypsoMaxX³⁰¹

JK Cement Ltd. presents its latest offering - JK Cement GypsoMaxX³⁰¹, a premium gypsum plaster made from the purest form of marine gypsum. It is a premium base coat produced as a result of calcination of the raw gypsum under a controlled production process in specialized manufacturing units.

JK Cement GypsoMaxX³⁰¹ is suitable for application on internal surfaces including walls and ceilings.



Areas of Application*

JK Cement GypsoMaxX³⁰¹ is suitable for application on internal substrates including AAC blocks, RCC, concrete and various other types of blocks/bricks.

JK Cement GypsoMaxX³⁰¹ can be applied:

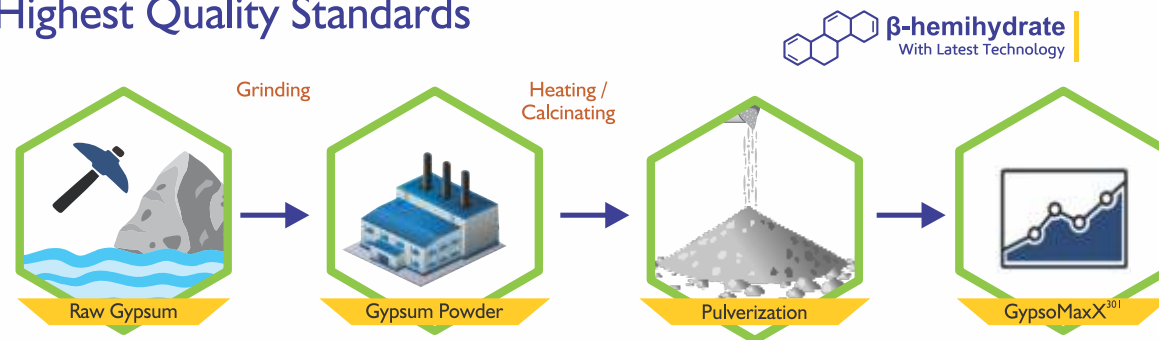
1. As a two-step process of sand-cement plastering followed by JK Cement GypsoMaxX³⁰¹ punning.

2. Directly as a single-coat in one step.

Application of JK Cement GypsoMaxX³⁰¹ results in superior whiteness and smoother finish.

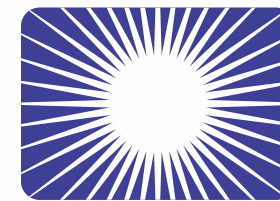
*For concrete, plaster board, RCC & other similar surfaces, use a bonding agent.

State-of-the-Art Manufacturing Process and Highest Quality Standards



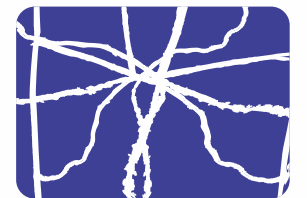
- The purest quality of marine gypsum is mined.
- Raw material is screened and processed in state-of-the-art factories under strict quality controls to produce JK Cement GypsoMaxX³⁰¹.

Benefits of JK Cement GypsoMaxX³⁰¹



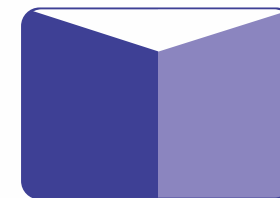
Dazzling Whiteness

The whiteness of JK Cement GypsoMaxX³⁰¹ is 90% (approx.).



Crack Resistant

JK Cement GypsoMaxX³⁰¹ does not shrink or expand post application / drying due to its inherent character, thus avoiding shrinkage cracks.



Silky Smooth Finish

JK Cement GypsoMaxX³⁰¹ is a premium gypsum plaster with β -hemihydrate. Its state-of-the-art manufacturing technology ensures silk-like finish of walls and ceilings.

About JK Cement Ltd.

JK Cement 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.

About the Product

Product Information*

Particulars	JK Cement GypsoMaxX ³⁰¹
Appearance	White Powder
Coverage @Thickness 10 mm	20 - 22 sq ft. per 25 Kg of bag
Pot Life	7 - 8 minutes
Whiteness	Normal
Heat Resistance	High

Technical Specifications*

Particulars	JK Cement GypsoMaxX ³⁰¹	Specification Range
Dry Bulk Density	670 Kg/m ³	650 - 700 Kg/m ³
Initial Setting Time	8 min	7 - 10 min
Consistency	2 : 1	Powder water ratio
Residue on 90 micron size	1.0%	Max 4%
Residue on 150 micron size	0.23%	< 1%
Expansion on setting @ 24 hours	Visually	Visually
Transverse Strength	8.16 Kg/cm ²	Min 5 Kg/cm ²

*The values obtained are under laboratory test conditions. Tests conducted on site may show slight variations due to methods of testing / application.