

Dr. Fixit to create awareness amongst Cooperative Housing Societies

~Campaign to drive preventive approach on waterproofing requirements and solutions for multi-dwelling buildings~

National, April 9, 2015: Dr. Fixit, the waterproofing expert, from the house of Pidilite Industries Ltd, launches an initiative for multi-dwelling cooperative housing societies. This initiative is launched across 6 cities- Mumbai, Pune, Chennai, Hyderabad, Bangalore, and Delhi. The program will aim at the office bearers and committees who are responsible to take repair and maintenance decisions for upkeep of the good health and aesthetics of the building. Dr. Fixit will highlight upon various range offered looking at the needs of a CHS. The products target specific & critical areas of waterproofing such as exterior walls, terrace etc.

The initiative is following a 360 degree campaign approach with print, digital, radio and BTL to promote the entire range of solutions offered and inculcate good waterproofing practices.

Mr. Ashish Prasad, President, Construction Chemicals, Pidilite Industries Ltd said, “We are extremely delighted to address waterproofing & remedial solutions for cooperative societies. The health of the building deteriorates over time and needs regular maintenance. We are offering innovative remedial solutions for exterior walls, terrace, cracks and repair. The initiative is to create awareness amongst owners of buildings (Housing Societies), about maintenance and repairs of buildings and develop an understanding approach towards importance of waterproofing.”

Dr. Fixit is one of the most trusted brands in the Indian construction industry known for its innovation and pioneering solutions for waterproofing problems. Continuing the brand promise further, Dr. Fixit is committed to addressing key waterproofing areas for different application areas. Dr. Fixit products break common myths and demystify the problems associated with conventional waterproofing practices.

About Pidilite:

Since its inception in 1959, Pidilite Industries has been the pioneer and market leader in adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Our product range also includes paint chemicals, automotive chemicals, art materials and stationary, fabric care, maintenance chemicals, industrial adhesives, industrial and textile resins and organic pigments & preparations. Most of the products have been developed through strong in-house

R&D. Our brand name Fevicol has become synonymous with adhesives to millions in India and is ranked amongst the most trusted brands in the country. Some of our other major brands are M Seal, FeviKwik, Fevistik, Roff, Dr. Fixit, Sargent Arts, Hobby Ideas and Cyclo.

Dr Fixit products ensure leakage-free houses

ST CORRESPONDENT
reporters@sakaalimes.com

Shivajinagar: Countries such as Singapore have addressed increase in demand of housing by application of sustainable innovation, advanced technology, better quality of raw materials and skilled labour.

According to Sanjay Bahadur, Global CEO, Construction Chemicals, Pidilite Industries Ltd, Singapore faced a serious problem of housing shortage. Housing and Development Board (HDB) Singapore ensured the inclusion of latest planning and technological innovations and tested new ideas constantly.

"Robust technology and capacity to adapt, has transformed Singapore from 'a country of slums' to one of the most architecturally beautiful places in the world," Bahadur said. "Be it their awestruck designs

or their quality of construction, it has become a reference point for many contemporary urban spaces," Bahadur added.

Bahadur underlined that in India need of mass housing, aspects like longevity and protection are often compromised in new constructions, leading to costly

repairs of the building within a few years of construction.

"Cracks, leakages, falling parapets, wet walls are some damages that a major chunk of affordable housing segment faces within the first five years. Most of these repairs are faced in the area of waterproofing and cracks

in the structure," Bahadur said, asking whether this was merely building vertical slums?

There are five problem areas that are identified as more prone to leakage, damaging the newly built property from within: terrace, wet areas, foundation, podium and external walls.

5 PROBLEM AREAS PRONE TO LEAKAGES

■ **TERRACE:** One of the most common areas to focus in construction today. Terraces and roofs have concrete slabs, which have water absorbing pores. Dr Fixit offers a solution, for this problem area - Dr Fixit's Blue Seal.

■ **WET AREAS:** Dr Fixit's Bathseal is a multi-kit product that offers all-round protection in the wet areas of the house. It is easily available in the form of one kit per bathroom and is easy to apply, making it cost-effective.

■ **FOUNDATION:** Dr Fixit SamshieldXL - A special tear resistant self-adhesive SBS-based membrane is specially designed to protect the

foundations.

■ **PODIUM:** Dr Fixit Extensa and Dr Fixit's SamshieldPS 3500 makes for an excellent product. Its dual product system forms an additional protection of a durable self-adhesive membrane.

■ **EXTERNAL WALLS:** Dr Fixit Raincoat will prevent the exterior of the structure from leaking. Made of high quality acrylic emulsion polymer in addition to other leakage preventive products, Dr Fixit Raincoat can be used as a waterproofing and protective coating for exterior walls of the buildings.