

JK Cement LTD.



**JK SUPER
STRONG™**

BUILD SAFE

Weather Shield



Water Resistant



Corrosion Resistant



Enhances
Concrete Durability



Anti Efflorescence



Company Overview

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. The Company also has an international presence with green field dual process white-cum-grey cement plant at Fujairah, UAE.

40+

Years of experience in cement manufacturing

6

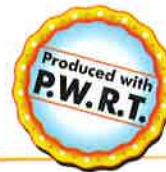
Plants in Rajasthan, Haryana and Karnataka (upcoming in Gujarat and Uttar Pradesh)

6K+

Dealers and customers base; Pan-India presence



JK Super Strong Weather Shield Cement



JK Super Strong Weather Shield Cement is a water repellent cement having an integral water repellent property at the cement particle level manufactured through a technology developed in-house called **PWRT (Particle level Water Repellent Technology)**.

Cement manufactured with PWRT exhibits resistance to penetration of water in mortar, plaster & concrete. This property is incorporated by modifying the particle size distribution and fineness of cement through an innovative technique.

It significantly reduces water permeation to concrete or mortar, which results in dry walls and healthy indoor climate. This cement can be used in all applications such as foundations, masonry & concrete works.

Why JK Super Strong Weather Shield Cement?

Water is the most affecting and harmful factor, which causes harm to any building. It can make penetration through cracks in floors and walls, capillary action in walls and seepage from plaster and brickwork. With leakage and dampness, water brings micro organism, harmful salts, harmful gases into the building and causes –

- Deterioration in the aesthetics of the building
- Extra expenses for repairing and painting works
- Hygiene issues etc.

Following are some examples of adverse effects of water



JK Super Strong Weather Shield Cement is the **PERFECT SOLUTION** for all the problems caused due to seepage and penetration of water –

- It is a pre – mix uniform material with optimized mixing of ingredients for excellent performance
- Reduces water permeability
- It gives reduced chloride permeability in concrete and
- Longer shelf life

Tamper Proof Packaging:

JK Super Strong Weather Shield Cement comes in Tamper Proof Packaging which ensures consistent quality and exact quantity with improved shelf life and hassle-free storage.

Advantages and Benefits of JK Super Strong Weather Shield Cement

Weather Resistance and Higher Durability: With advanced technology and micro particles addition, JK Super Strong Weather Shield Cement gives excellent weather resistance to the structure and it also reduces the chances of ingress of harmful salts, gases, micro-organisms, resulting in higher durability of the structure.

Dampness and Corrosion Resistance: Reduction of micro pores and channels plays a vital role in preventing ingress of oxygen and water in concrete, therefore prevents dampness in the structure as well as protects reinforcement steel from corrosion.

UV Resistance: JK Super Strong Weather Shield Cement makes concrete UV resistant. Therefore, it helps in keeping surface less warm, as well as reduces the chance of shrinkage cracks.

Reduced Salt Efflorescence: Excellent water penetration resistance of JK Super Strong Weather Shield Cement helps in prevention of salt efflorescence on the surface of mortar and concrete.

Better Workability: Due to enhanced particle size distribution and micro air inclusion, JK Super Strong Weather Shield Cement always gives better workability in comparison to normal cement.

Seepage Resistance: JK Super Strong Weather Shield Cement forms a water seepage protective layer, which blocks the flow of water through micro pores and channels, hence improves seepage resistance.

Cost Saving

JK Super Strong Weather Shield Cement gives improved water seepage and penetration resistance and hence saves the cost associated with frequent need of painting and coating works.



The average cost incurred in construction (considering 1000 sq.ft. house):

	Ordinary Cement	JK Super Strong Weather Shield Cement
Cement rate per bag (₹)*	345	400
Cement cost per Kg (₹)	6.9	8
Per Sq. ft. cement consumption (Kg.)	20	20
Cost of cement per Sq. ft. (₹)	138	160
Average cost of construction per Sq. ft. (₹)	1300	1322
Total cost of the construction (without land) (₹) 1000 Sq. ft.	1300000	1322000
Cost difference (₹)		22000

*Cost of bag is indicative only. It may vary from place to place.

At just ₹ 22000 extra, which is 1.66% of the total cost of the construction, you get a long lasting, durable, strong, water resistant, free from efflorescence, healthy (free from fungus due to moisture) home. Investing in JK Super Strong Weather Shield Cement for your DREAM HOME is a wise decision.

Areas of Application

JK Super Strong Weather Shield Cement is suitable for all cement related applications such as:

- Foundation work
- Drainage work
- Damp Proof Course (DPC)
- Plaster work
- Slab casting
- Roofing
- All RCC elements



Value Added Customer Technical Services

JK Cement Ltd. provides the following customer technical services with JK Super Strong Weather Shield Cement for the assistance of the customers:



Concrete testing at JK Concrete Innovation and Application Centre (CIAC)



Slab supervision by proficient Engineers



Free concrete mix design



NDT/rebound hammer test



Sand, coarse aggregates and water testing



Free cover blocks supply in concrete slab casting application



Slump cone and concrete testing at site



Mobile concrete technical lab



Live demo of JK Super Strong Weather Shield Cement at site on request basis and prior appointment

200+
dedicated
Technical
Services
Officers

40
Technical
Vans

5
Quality
Testing
Labs

Call us at: 1800-266-4606

JK CEMENT

(Unit of JK Cement Ltd.)

Contact : Technical & Marketing Services, Padam Tower, 19 DDA Community Centre, Okhla Phase-1, New Delhi-110020
Tel: (+91) 11-49220000 Fax: (+91) 11-49220044 E-mail : For CTS: ctsgrey.delhi@jkcement.com
Helpline : 1800-266-4606 www.jkcement.com