



UNIQUE FEATURES

- Super Acrocem is a long established premium quality cement paint in superfine powder form based on world class Birla White Cement.
- Super Acrocem is enriched with critical raw materials of World Class companies like BASF*, CLARIANT*, HERCULES*, DUPONT* etc.
- Super Acrocem is specially formulated on international standards with best quality light fast pigments, water repellent chemicals and high performance additives to provide perfect setting and greater coverage.
- Super Acrocem provides a hygienic, durable, hard & water repellent surface which resists damp penetration & unfavourable weather conditions.
- Super Acrocem has more cement contents and therefore is more durable. It checks recurring and high maintenance costs. It also contains permissible biocides to resist algal & fungal growth.
- Super Acrocem can be applied easily by brush or spray on all types of exteriors and interiors of the buildings.
- Super Acrocem has a vast range of 37 eye pleasing shades besides super white. Special shades are also available on request.
- Super Acrocem has a longer pot life, hence more paint can be prepared at a time, which prevents shade variation due to over dilution & number of mixes.
- Super Acrocem is extra fine and has more prime pigments. It thus provides extra coverage than ordinary cement paint.
- Super Acrocem does not rub, flake or peel off and can be easily washed when applied as per instructions.
- Super Acrocem can be used as a base coat on new surfaces before application of ACROGUARD / ACROSHIELD Premium 100% Acrylic Exterior Emulsions / ACROTEX MATT Sand Textured Paint.
- Super Acrocem does not contain any toxic or flammable materials. It does not cause pollution in atmosphere and is an environment friendly product.
- Super Acrocem is the largest selling ISI marked cement paint in India.

* These trade marks belong to their respective owners



SUPER ACROCEM is a world standard premium quality waterproof cement paint which is used for protection and decoration of interior & exterior surfaces of the buildings. It is improvised with state of art technology achieved through continuous research & development. It's formulation results in easy mixing, excellent hiding, resistance to fungal & algae growth, longer pot life, easy brushability and extra covering capacity. Proper application of Super Acrocem coating provides extra durability and longer life to the paint film.

SURFACE PREPARATION : New plastered surfaces should be allowed to mature for atleast 8 -10 weeks before application of cement paint to achieve dryness & proper setting. Surface should be free from efflorescence (saltpetre) or algae & fungus at the time of application of cement paint. To treat efflorescence (saltpetre) on freshly plastered walls, apply on the affected surface, 8-10% solution of Hydrochloric (Muratic) acid in water with a paint brush. Leave it for 5 -10 minutes or when bubbling on the surface stops. Wash down the surface liberally with water. (Ensure adequate precautions and wearing of rubber gloves during this exercise). Algae & fungus can be treated by treating the infected area with either a fungicidal wash or by applying 4 - 5% solution in water of calcium hypochlorite (with approx. 35% chlorine content) or a household bleach, by brush. Leave it for 24 hours. Wash liberally with clean water and stiff wire brush and allow it to dry.

All surfaces where cement paint is to be applied should be clean, stable, dry & free from any cracks, loose flaky coatings, algae, fungus, grease, dirt, dust, distemper, lime etc.

Walls with multi coats of cement paint should be thoroughly scrapped with wire brush and washed with water before application of new coating of cement paint. Do not use sand paper.

MIXING OF PAINT : Roll or shake the bag to loosen the contents. Take one volume of water in a clean container. Add two volumes of Super Acrocem. Stir well with a thick wooden stick or with hand to get a thick soft paste. Add another volume of water to make it brushable consistency. The paint thus prepared should be used within two hours. Keep the bag tightly closed in a dry place when not in use.

APPLICATION : Before the applications of cement paint, the walls should be pre-wetted by spray of water. In summer months the walls become very dry and warm because of high temperature. It is therefore advisable to pre-wet only small areas to ensure retaining of moisture at the time of application of cement paint. Avoid application of cement paint in strong winds and direct sunlight.

WATER CURING : After 8 to 10 hours of application of the first coat of cement paint, the surface should be sprayed with clean potable water. Please note that if the curing is not done, it will result in non-setting of cement paint. After setting of first coat, the surface should again be wetted before the application of the second coat of cement paint. After 8 to 10 hours of second coat, final curing should be done twice a day with an interval of 8 to 10 hours for 2-3 days.



Dealer Stamp



acro paints

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ISO 9001 : 2015
ISO 14001 : 2015
ISO 45001 : 2018 (OH & S)

M.R.P.: 50/-

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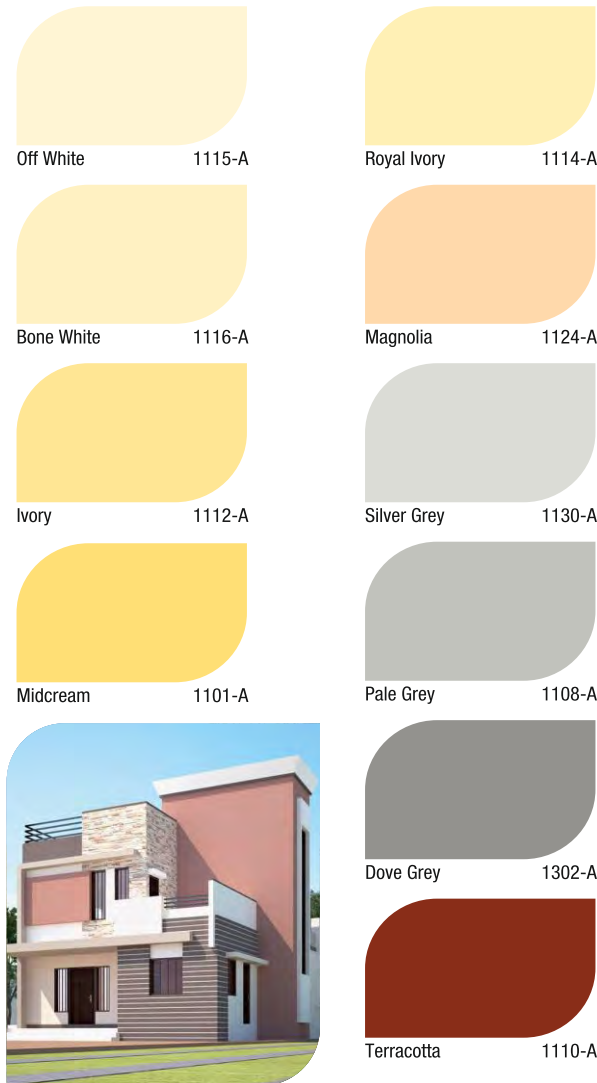


Super Acrocem[®]
PREMIUM CEMENT PAINT

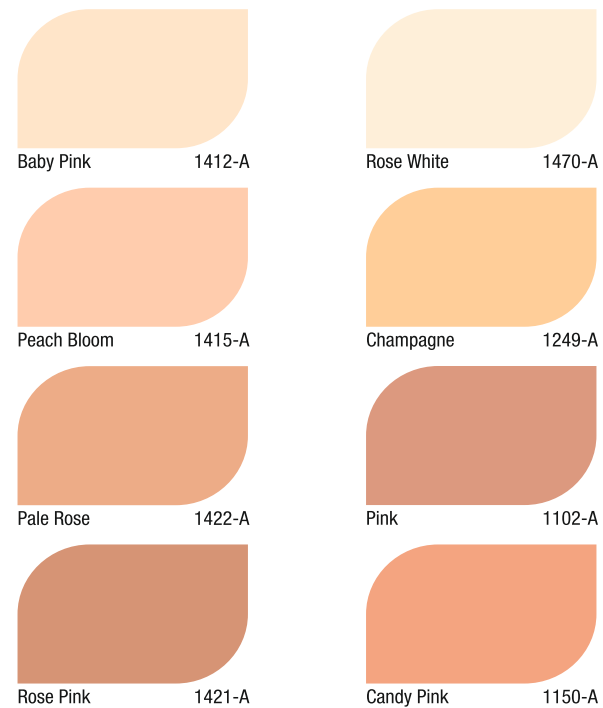


IS : 5410
ISI
CM/L-8161468





Earthy & Exotic



● Shades shown are for indication purpose only. Actual Shades may vary.

Sleek & Striking



● Also available in Super White.

Edgy & Elegant



● Graphical Representation Only