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## Creating 'Home Sweet Home' Environment With Perfect Finishing

### Role Of Sealants, Adhesives And Polyurethane (PU) Foams

Could you imagine a house without sealants & PU foams? It is difficult because sealants are now used in every part of our daily life: cars, bus & coach, railway, doors & windows, bathroom & kitchen, building facades, industries, etc. Every household will be using sealants for DIY (do-it-yourself) repair and maintenance applications very soon. Sealants are and will be indispensable products for a wide range of applications, for two main reasons: problem solving and aesthetics & perfect finishing.

Mr. Emmanuel De Smedt, Vice President, McCoy Soudal Sealants, Adhesives and Foams, a 50:50 joint venture company between the McCoy Group of India and Soudal Group of Belgium, one of the largest manufacturers of Sealants, Adhesives and Polyurethane (PU) Foams in the world elaborates on how sealants and foams can contribute towards perfect finishing.

#### Introduction

People are striving for better living conditions, better aesthetical finishing to create a 'Home sweet Home' environment. A perfect aesthetically finished house creates better living conditions and contributes to better living in harmony.

#### The Problems

Actually many households are confronted with the following problems in their homes, to name just two of them:

- **Humidity, Moisture And Dampness In Buildings** often creates fungus and mould. There are health risks associated with moulds and other fungi such as respiratory problems, eye irritation, allergy, infections and asthma. Elderly and infants are even more susceptible. Sealants and foams are used to seal all leakages in roofs, walls, badly installed windows and doors or any plumbing leaks especially around wet area rooms like kitchens & bathrooms which could be one of the solutions of the above described problem. Tip: inspect your building regularly for the indications and sources of indoor moisture and



#### Finishing Well

It's not enough to finish the checklist, to hurriedly do the last three steps and declare victory.

In fact, the last coat of polish and the unhurried delivery of worthwhile work is valued all out of proportion to the total amount of effort you put into the project.

It doesn't matter how many designers, supply chains, workers, materials and factories were involved--if the box is improperly sealed, that's how you will be judged.

(source: Seth Godin's blog - [http://sethgodin.typepad.com/seths\\_blog/2012/03/finishing-well.html](http://sethgodin.typepad.com/seths_blog/2012/03/finishing-well.html))

The above statement exactly explains how important it is to use sealants and foams at the finishing stage of any construction project.

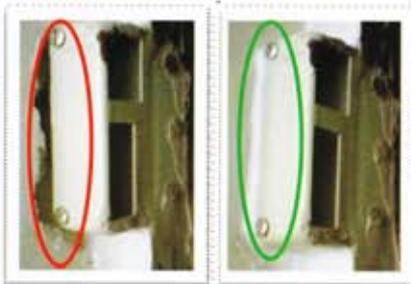
mould. If a leak occurs it is essential to act quickly and stop the source of the leakage with sealants.

- The noise of honing, airplanes and traffic is increasing day by day. High noise levels impact our sleep, create stress, increase workplace accident rates, stimulate aggression and other anti-social behaviors. Effective soundproofing requires detailing and workmanship. All holes, gaps, unsealed doorways, interconnecting ductwork, unsealed electrical and plumbing penetrations and wall cracks degrade acoustical performance. Using sealants and PU foams can prevent sound leaks and contribute to peaceful living conditions.



## Home Improvement Measurements For Perfect Finishing

- Interior gaps and cracks in walls should be filled with paintable sealants (acrylic, polyurethane or MS polymer) to create a perfect aesthetical finish. Silicone sealants are not paintable and therefore not suitable for this problem.
- Using sanitary sealants instead of the widely used white cement in sanitary applications has a number of advantages: 100% waterproof, no cracks, no discoloring, flexible and anti-fungal and mould resistant properties and most important giving an aesthetical value to your bathroom or kitchen.

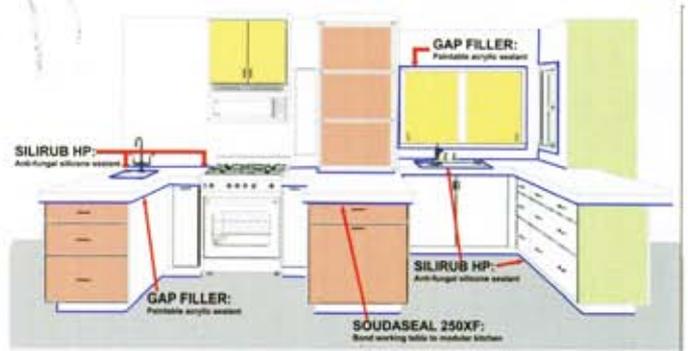


- **Pest control measurements:** Sealants and PU foams can be used to seal all gaps and holes to prevent the entry of pests that can damage your house and its contents. Nobody likes the company of ants, termites, rats, mice or other vermin in kitchens or other places in our homes. Foam and sealants stop the passage of most of these small insects and animals and provide a barrier between your family and pests.

- **Energy saving measurements:** Thirty per cent of the total energy consumption is coming from buildings. A properly sealed and insulated home can reduce your electricity bills up to 30%. Proper sealing of doors and windows or all incoming pipes for HVAC (heating, ventilation & air-conditioning) will help to save on your energy bill.



- **Kitchen sealing:** Kitchen silicone is easy to apply and can provide you with the perfect finish for your worktop and sink areas. It can prevent food and debris from getting into gaps between



the worktops and walls and is an essential way to increase hygiene in kitchen areas. It will also adhere to non-porous surfaces such as ceramic tiles, worktops and plumbing fixtures and provide a watertight seal and is specially formulated to inhibit the growth of mould, mildew and bacteria.

These are a couple of examples of 'Home Improvement Solutions' which enhance the aesthetical value of your homes or resolve problems of pests, leakages and high energy bills. High attention for detail and finishing are the key to enjoy aesthetics every day especially with the ever increasing lifestyle expectations. Finishing at 80-90% level is not acceptable. The aim is to strive for 100% perfect finishing and here lies a huge opportunity but in the meantime difficulty for the tremendous ongoing and upcoming projects in India.

At McCoy Soudal we are constantly improving our products to meet today's ever increasing and stricter requirements of building materials: excellent adhesion, extreme aging resistance to outdoor influences like ultraviolet (UV), weather, heat/cold and long-term functionality.

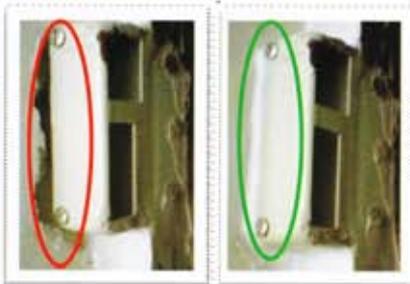
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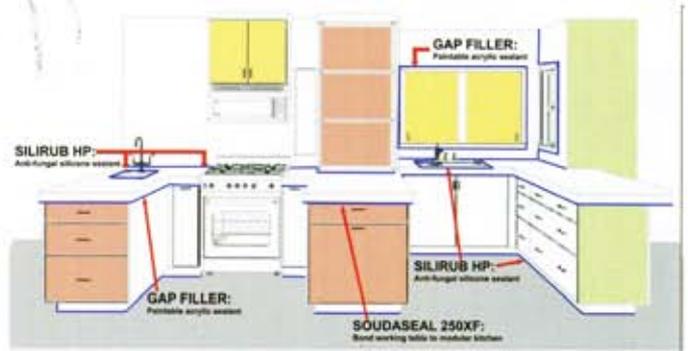


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### The Importance Of High Quality Products

Effects of low quality products or not using the 'right product for the right application'

- Short term solutions with high cost repair and maintenance often as a consequence.
- High shrinkage due to high solvent content which will evaporate after application.
- Fungus creation on sealants if standard silicones are used for sanitary applications.
- Staining on natural stones or streaking on glass if standard sealants are used.
- Leakage problems due to non-adhesion properties.
- Discoloring of sealants.

In December 2010 we have started our McAcademy, McCoy Soudal training application center for sealants, adhesives and foams. Our main objective is to introduce 'Right Product for the Right Application'. Simple words, but the reality is still far away from

this. In McAcademy our aim is to train by the end of 2013, 100,000 applicators of sealants and foams. Having a great product is the first priority, but making sure that your quality product is applied correctly is as important. The application responsibility lies often in the hands of unskilled people. Making them skilled and perfect applicators who can deliver perfect finishing is the social responsibility we are taking towards different industries especially the booming construction industry.

A good preparation is more than half of the job. How often do we see that after painting or plastering the entire building is full of paint or plaster. Proper cleaning very often takes more time than the painting or plastering itself. By protecting the surrounding surfaces before starting the job, the cleaning and finishing can be reduced tremendously and it will also avoid potential damages and it will avoid waste of time and money. Again an example how to go for 'Perfect Finishing'. These basic application skills with the correct preparation are part of the McAcademy curriculum.

### Exploring McCoy With Mr. Emmanuel De Smedt

With 11 manufacturing plants, operations spread in more than 35 countries and product availability in more than 120 countries, we are the largest and one of the oldest company globally in our field. McCoy is established in India in 1996 and Soudal in Belgium in 1966.

McCoy Soudal has today 9 regional offices across the country and is making its presence felt throughout the industry in India and SAARC countries. McCoy Soudal India forms part of a 150 member strong McCoy group India with techno commercial service oriented man power to cater ever increasing needs of the Indian customers.

### Manufacturing Facility

We have invested approximately INR 500 million (Rs. 50 Cr.) to build one of Asia's finest and largest sealants & adhesives manufacturing plants in Bawal, Haryana. This Plant has also been commissioned in a record period of 14 months from the commencement of its land procurement to completion of the building mechanical, electrical, plumbing and fire fighting infrastructure. The world's best equipment has been used to ensure that there is high level of safety built in for our products and people who are working in this plant. This unit has been built with 100 % fire safety norms from Europe with a unique fire sprinkler system spread across the plant and office. This plant will be a signature for the Indian sealant and adhesive community.

Built on a 200,000 sq. ft. (2,1ac sq.ft.) area, our production plant is situated in the beautiful HSIIDC area in Bawal, Haryana,

and is equipped with state-of-the-art fully automatic machines and equipment from Europe. At initial stage we will be able to produce 15 million units (cartridges, sausages and tubes) of sealants & adhesives which will be further scaled-up to 30 million units in phase II in 2014. The current capacity requirements will be met by the Indian market as well as nearby SAARC countries where in McCoy Soudal has already established a reasonable distribution and sales network.

At present we will be manufacturing mostly silicone sealants, which will be expanded to all other sealants (Acrylics, Polyurethanes and MS polymers) and adhesives in the very near future. The market of silicone sealants which was started in the early 90's in India has come to a stage of evolution and sealants are now sold across all major trade counters in India. The challenge however is to structure this market by spreading a high level of awareness and education to the customers in the Indian market.



### Future Plans

In our plant we are setting-up India's largest R&D and testing centre for sealants, adhesives and PU foams. The main reason to have an R&D center (Soudal Group spends more than 25 million EUR per annum, Rs. 175 Cr.), to ensure that we have adapted products to the extreme Indian climatic conditions which are most challenging to produce world class products. Our products will be continuously upgraded to the increasing & changing needs and requirements of the fast growing industry.

In addition, this plant will cater more specifically to the requirements of special packing needs DIY (do-it-yourself) markets and making sure sealants can be made available to the masses for Home and Decoration markets.

To make sure we can enhance quality and awareness needs in the industry, McCoy Soudal initiated McAcademy in December 2010 and now conducts weekly 10 programs across India to spread awareness among the architects, interior contractors, plumbers, carpenters (woodworkers), glass and sealant applicators, uPVC and fenestration industry professionals, etc. Over the last 18 months we have already trained over 50,000 such end-users and this is a never ending effort for which a huge marketing and training team is established pan India. By now establishing our plant and our offices and network we are more

than confident to make this industry work towards the right use of products for the right applications.

### Marketing Network

McCoy Soudal sealants are sold across India in more than 85,000 counters, 3,000 dealers and 5,000 key customers country wide and more than 22,000 counters SAARC area wise.

### Application Areas For Products

Our products find themselves being used across all major application areas such as:

- Automotive OEM
- Automotive after market
- Bus body and coach - all major private bus builders and RTC (road transport corporations)
- Indian railways
- All general industries
- Telecom shelters, cabins and towers
- Cleanrooms and refrigerated/coldrooms manufacturers
- Fenestration (uPVC, Aluminium) window manufacturers
- Curtain wall and facade manufacturers
- Developers and builders
- Door frame manufacturers and suppliers

## NEW PRODUCTS & TECHNOLOGIES

### Scaletron - Hard Water Scale Preventer

**S**CALETRON is a unique hard water scale preventer that prevents the formation of hard water scale by a combination of pressure changes, turbulence and galvanic action which cause the dissolved scaling salts to be precipitated as fine colloidal particles which pass through the system without depositing as scale. SCALETRON is being manufactured in India under technical collaboration with Fluid Dynamics International Ltd., U.K. who are the world leaders in Non Chemical Water Treatment Equipments for Hard Water Scale Prevention

#### How It Works

The SCALETRON can be fitted in the existing pipe line after the booster pump and before the overhead tank to prevent lime scale choking in your expensive gadgets like washing / machines geysers, shower heads, bathroom fittings, kettles and pipe lines etc.

#### Benefits

SCALETRON has no moving parts, requires no maintenance, has no electrical circuits and it provides the best, safest and most economical water treatment service for scale prevention. As the system has no recurring costs the equipment pays for itself in a very short time.

For further details, contact:

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