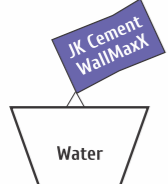
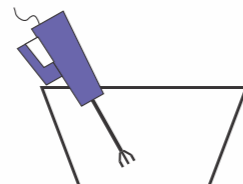

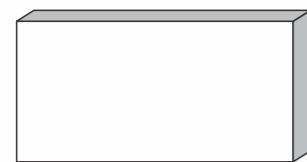




Application Process

<p>Mixing Ratio</p>  <p>Mix JK Cement WallMaxX with 35%-40% clean water by weight</p>	<p>Mixing</p>  <p>It is recommended that a mechanical stirrer be used to mix putty with water to form a consistent lump-free paste</p>	<p>Application Step 1</p>  <p>The thoroughly mixed paste should be applied uniformly on the surface using a putty blade from bottom to top</p>
<p>Application Step 2</p>  <p>Allow the surface to dry for 4-6 hours before applying the second coat of JK Cement WallMaxX</p>	<p>Finishing</p>  <p>Apply second coat of JK Cement WallMaxX evenly to smooth out the surface</p>	<p>Drying</p>  <p>Let the wall dry for 2-3 days before application of paint</p>

*The imported Xtra Long Life Polymers (XLLP) added in JK Cement WallMaxX help reduce the chances of flaking of the painted surface and enhance its water repelling properties
 **Volatile Organic Compound

Technical Specification:

PROPERTIES		UOM	JK CEMENT WALLMAXX
Tensile Adhesion Strength @ 14 days		N/mm ²	> 1.0
Compressive Strength @ 28 Days		N/mm ²	3.0 -7.5
Setting Time	IST	Minutes	≥ 100
	FST		≤ 500
Water Retentivity		%	> 98.0
Water Absorption 30 Minutes @ 14 days		MI	≤ 0.8

Technical Support:

The Customer Technical Services division offers a comprehensive service to influencers and applicators. Technical Executives are always available to provide further information and arrange demonstrations at sites and projects.

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



JK Cement LTD.



New Avatar of



JK CEMENT
WallMaxX
 White Cement Based Putty



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.

JK Cement WallMaxX is distributed through a Pan India network of dealers and retailers of JK White Cement.

About JK Cement WallMaxX

JK Cement WallMaxX is a white cement based putty formulated with imported Xtra Long Life Polymers (XLLP), which give longer life to painted surfaces. Its unique formulation gives a smooth velvet like finish and brilliant whiteness while offering superior coverage. When applied to the surface, JK Cement WallMaxX provides a high durability base coat, which resists flaking and gives additional strength to the mortar plaster.



JK Wall Putty awarded the prestigious 'Superbrand' status



Brand JK Wall Putty stands for aesthetics, value and perfection. The leading wall putty brand in the world, the brand has constantly reinvented itself based on changing market dynamics and customer needs.

Backed by continuous R&D and extensive research, JK White Cement identified the unmet customer demand for a product which gives ease of application and higher durability as compared to acrylic putty and this led to the development and launch of white cement based JK Wall Putty in 2002. Since its inception, JK Wall Putty is committed to providing superior home beautifying solutions to the homeowners.

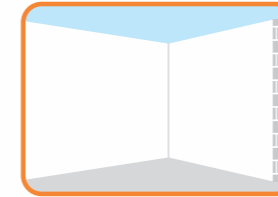
The iconic JK Wall Putty TV Campaign featuring **Chhutkau painter** also found a strong connect with the customers and the painter community. **"Paint se pehle sirf JK Wall Putty"**, was the take-away message that insisted on the

fact that only JK Wall Putty gives maximum beauty, smoothest finish to the walls with minimum paint consumption. The Chhutkau series has very successfully strengthened JK Wall Putty's positioning statement – **'Deewarein Bol Uthengi'**.

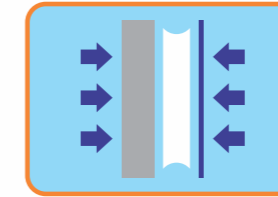
Over the years, JK Wall Putty has carved a niche in the market through various multifaceted marketing and communication initiatives and has now been conferred the prestigious 'Superbrand' status, placing it in an elite league of the world's best brands. Superbrands is the world's largest independent arbiter of branding and pays tribute to the strongest and most valuable brands in the world through its publications and national marketing programs.

In its new avatar of JK Cement WallMaxX, the brand aims to only deliver better than the best to the customers, with **smoothness max, beauty max and finish max.**

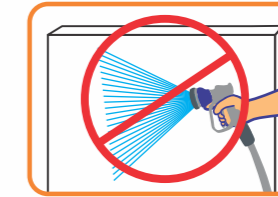
Features



Brilliant Whiteness



Superior Adhesion

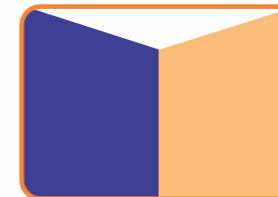


No Curing Required After Application



Zero VOC** & Eco Friendly

Benefits



Smooth & Glossy Finish



Resists Flaking



Longer Paint Life

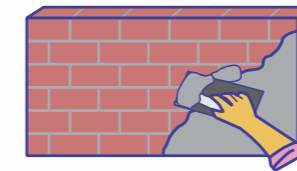


Higher Coverage

Pre Painting Steps

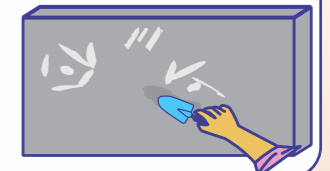
1. Plaster :

New masonry surfaces must be allowed to cure completely for best results. It is recommended to allow 28 days as curing time for new masonry surfaces.



3. Filling of Cracks :

Crack fillers should be used for the filling of cracks upto 3mm. For filling of holes & dents, a mixture of white cement and fine sand should be used in the ratio of 1:3.



2. Cleaning :

Ensure that surface is completely free from dirt, loosely held plaster, powdery residue, oil, grease or any other contamination. Any previous growth of fungus, algae or moss needs to be removed thoroughly by vigorous wire brushing and cleaning with water.



4. Pre-Wetting :

Pre-wet the surface with water before application of 1st coat of JK Cement WallMaxX.

