

Snowcem Paints Launches Three New Products

Adds liquid paints to its product suite

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Snowcem Paints, the leading manufacturer of quality exterior paints have launched three new liquid paints in addition to Uni- Glosss, Snowcryn XT, Sandtex Matt and Trump to cater to the varied needs of its customers across the country.

SnowDecor (Protective Texture Wall Finish) Snowcryn (100% Acrylic Weather Proof Exterior Emulsion), and Allrounder (Exterior/Interior Acrylic Emulsion Paint) are the latest additions to the rich product suite that the company has been marketing over the years. Snowcem paints are made using technically advanced systems and the finest of finest raw materials.

The company believes in technology that is Environment Friendly. Sandtex Matt WAS THE FIRST water based exterior paint introduced in 1973. Snowcem paints are **lead free**, adhering to VOC norms to make not just 'green paints' but paints that are long lasting, protective and economical. **THE PAINTS PASS ASTM-D-2369 STANDARD FOR LOW VOLATILE ORGANIC COMPOUND (VOC)**

All Snowcem products meet and exceed the paint standards set THE ENERGY AND RESEARCH INSTITUTE (TERI).

According to Mr Prakash Nagori, advisor to the board of directors, 'we are working towards meeting the changing needs of customers and the latest additions to our product category are based on the customer feedback. With a strong brand loyalty, Snowcem has further expanded its marketing and distribution network with a view to streamline the delivery process thus making our paints available quickly and at all times'. Besides 50 point of sales depots, Snowcem has a strong dealership network of 2000 spread across the country.

With real estate and construction industry witnessing rapid growth over the last three years, the demand for exterior paints too has seen a sharp uptrend. With an excellent track record of supplying lasting and environment-friendly paint, Snowcem has been able to service the current boom and come out with products that suit the varied needs of its vast customer base, said Mr Nagori.

The company is among one of the first to introduce 'Spectro Photo Meter ' technology at the distribution point under which the customers would be able to quickly match any colours and shades of their choice, Mr Nagori added.

With more and more customers desiring to have their buildings and homes built according to the 'Vaastu' principals, Snowcem Paint has just introduced a new range of Vaastu colours for **Karnataka and Kerala**

The company, that has been a major user of water based paints since 1973, believes in technology that is Environment Friendly. Snowcem paints are lead free, adhering to VOC norms to make not just 'green paints' but paints that are long lasting and economical. All Snowcem products are as per the standards set by Bureau of Indian Standards and by THE ENERGY AND RESEARCH

INSTITUTE (TERI).

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About Snowcem Paints

Snowcem brand is the first choice for consumers and painters for over 50 years. This internationally renowned brand launched in Mumbai in 1959 in collaboration with George Lillington (UK), making high quality cement paints meeting the specific needs of the vast majority of Indians.

Snowcem is a durable, economic and beautiful protection, **Snowcem** pioneered and propagated the concept of high performance liquid paints for exteriors in India - **SANDTEX MATT** launched in the year 1970. **Snowcem** paints and products have an eco- friendly attitude, **Snowcem** introduced water based liquid paints as early as 1975.

Internationally recognized brand **Snowcem** stepped in India during 1959, with a premium cement paint. Between 1963 and 1969, more speciality products, namely **IMPERMO, HARDCRETE, CEMPROVER, CEMIX, SNOWFILLA and SNOWSOL** were successfully introduced.

In 1970's **SANDTEX MATT** a prime exterior liquid coating in Europe was launched which met with unprecedented success.

Two new products were launched in 1997 - Premium quality Snowcryl **XT**, a pure acrylic base smooth exterior finish and **IMPERMO**, integral cement water proofing compound, in liquid form.

1999 three new products were introduced: **UNI-GLOSSS** a multi-surface paint system, **TRUMP** a smooth exterior emulsion paint and **SNOWPLAST** an acrylic finishing plaster for interiors.

During last few years many new economy products such as **ALLROUNDER, CEMCOLOUR** and **BIO-WASH** have been introduced. The company has recently launched **SnowDecor**, a complete range of texture finish products in the market.

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You can also visit www.conceptpr.com for more information.