

## Dr. Fixit Heatshield On... Garmi gone! Pidilite launches first of its kind Heat Reducing Exterior Coating that reduces energy consumption

*"The new and effective Dr. Fixit Heatshield is designed for the Indian climate, and can withstand extreme heat and provide protection against Ultra Violet and Infra Red radiation. It is recommended for all residential, commercial buildings and industrial units." said Mr. Jairaj Hegde, Chief Sales & Marketing of Construction Chemicals Division, Pidilite Industries Ltd.*

Hyderabad, Andhra Pradesh, IND, 2008-05-19 12:06:27 (IndiaPRwire.com)

For the first time in India, Pidilite is launching **Heatshield**, a heat-reducing exterior coating that is sure to bring down the temperature by 5-6 degree Centigrade and make your interiors cooler this summer.

Dr. Fixit Heatshield, the latest product from Pidilite reduces internal temperature of a structure by reflecting most of the solar heat (75%) back into the atmosphere. It forms a very high, heat resistant barrier with ultra-violet protection.

The use of Dr. Fixit Heatshield can cut electricity bills for air-conditioning and air coolers substantially. It can be applied on a wide variety of roofs or exposed surfaces such as concrete, asbestos and metal where heat build-up is extensive. The major benefit of using Heatshield is low thermal conductivity. It can withstand prolonged exposure to solar radiation and intense heat.

**'The new and effective Dr. Fixit Heatshield is designed for the Indian climate, and can withstand extreme heat and provide protection against Ultra Violet and Infra Red radiation. It is recommended for all residential, commercial buildings and industrial units.'** said Mr. Jairaj Hegde, Chief Sales & Marketing of Construction Chemicals Division, Pidilite Industries Ltd.

Heatshield contains no organic solvents or toxic materials and is therefore, an environment-friendly product that has been awarded the 'Green Label Product' certificate from Singapore Environment Council. It has been successfully used in Singapore and Dubai and now introduced in India.

- END -

### **About Pidilite Industries Ltd**

Pidilite has been a pioneer in consumer and specialties chemicals in India. Over two-third of the company's sale come from products and segments it has pioneered in India. Its product range includes Adhesives and Sealants, Construction and Paint Chemicals, Automotive Chemicals, Art Materials, Industrial Adhesives, Industrial and Textile Resins and Organic Pigments and Preparations. Most of the products have been developed through strong in-house R&D. Pidilite is also growing its international presence through acquisitions and setting up manufacturing facilities and sales offices in important regions around the world. Fevicol is now the largest selling adhesives brand in Asia.

### **About Construction Chemical Division**

**Construction Chemicals Division of Pidilite** offers a wide range of applications such as

Waterproofing, Repair Solutions for existing structures and Tile Fixing

Solutions. Also it offers host of other applications like Exterior Coatings, Sealants, Concrete Admixtures, Floorings and Grouts to satisfy all construction related problems. Its offerings come under two brands - **Dr. Fixit** which provides predominately Waterproofing Solutions, and **Roff** which offers Tile Fixing Solutions - a modern way of fixing tiles.

Pidilite is dominant player in Construction Chemical Industry and the Market Leader in Retail Segment. Hitherto, the competitors were focusing only on projects. But Pidilite has changed the Industry Paradigm when it forayed in Retail segment. This step ensured that latest in Construction Chemical technology was made available to the common man. The company further enhanced its Customer Centric Policies by being the first in the industry to start an in-house Technical Services Cell, which assists customers in diagnosing the problem and selecting the right product.

All these effort are supported by Cutting Edge R&D centers (in India & Singapore), manned by an excellent pool of professionals and state-of-the-art Manufacturing Facilities at 6 numbers of locations.

Some of the prestigious projects undertaken by Dr. Fixit based on the guiding philosophy of 'Healthy Construction' are Fortis Hospital (Noida), DLF IT Park (Chennai), The Pan Pacific (Singapore), World Trade Centre and Discovery Garden (Dubai).

**For more information, Please contact:**

**Concept Hyderabad**

Public Relations - concept