



**PRODUCT  
CATALOGUE**

# COMPANY PROFILE

NOVALAC INDUSTRIES PVT. LTD. was incorporated in the year 1989 and has become the reckoned manufacturer and supplier of a wide assortment of premium quality Exterior and Interior paints and coatings. Company possesses a sophisticated and ultramodern infra structural set-up, consists of all necessary amenities and equipments. It also encompasses different departments, which includes quality control, production, administration, research and development, warehousing and packaging, logistics and many more.

Backed by the highly skilled team of professionals, company is profitably flourishing as well as accomplishing the precise requirements of patrons. Further, experts regularly carry out surveys to get a suitable idea about the market preferences and then relentless endeavors are made to realize those demands accordingly.

Working under the guidelines of Mr. Rohit Sapra (Manager Marketing) company has acquired an incredible place in the industry. It is due to his sharp business approach, dynamic advance, foresightedness and affluent experience that company caters to the existing requirements of respected clients.

**Markets :** Products are currently present in the markets of Chandigarh, Leh Ladakh, Haryana, Uttar Pradesh, Uttarakhand, Himachal Pradesh and Delhi NCR.

## OUR RANGE OF PRODUCTS INCLUDES

- Acrylic Metallic finish (High Gloss).
- Acrylic Luxury Emulsion (Elegant Sheen).
- Ultimate Protection Exterior Emulsion (Semi Gloss).
- Exterior & Interior Emulsion (Matt Finish).
- Water Based Primers.
- Acrylic Washable Distemper.
- Water Proofing Compounds.
- Acrylic Wall Putty.
- Enamels, Primers & NC Coatings.
- Floor Colours.
- Tile Fixer & Grouts.
- Water Proof Cement Paint



## AWARDS & RECOGNITION

- Executive Member Indian Paint and Coating Association.
- Executive Member Indian Small Scale Paint & Coating Association.
- Executive Member Uttar Pradesh & Uttarakhand Paints Vyapar Mandal.
- Waterproofing Products are approved by Waterproofers Association of India.
- Executive Member Indian Industries Association.



## PRODUCT RANGE



### ACRYLIC METALLIC FINISH

NOVALAC metallic emulsion is developed to give high gloss, smooth & designer look to your expensive walls which lasts for ages.

#### Features :

- ◆ Easy to clean and high stain resistance.
- ◆ High gloss comes under various colours theme.
- ◆ Create your own textures.

### LUXURY SHINE EMULSION

AUROPLUS is a premium quality paint that provides a luxurious, silky sheen finish to interior walls. Its excellent flow makes sure that there is no brush mark on the wall after being painted.

#### Features :

- ◆ Easy to clean and high stain resistance.
- ◆ Elegant sheen and water proof.
- ◆ Extra coverage & high durability.
- ◆ Luxury touch to your expensive walls.



### ULTIMATE PROTECTION EXTERIOR EMULSION

NOVACARE is a premium quality paint that provides a luxurious, silky finish to exterior walls. Specially formulated to withstand extreme conditions of high rainfall, humidity and heat.

#### Features :

- ◆ Easy to clean, high stain & dirt resistance.
- ◆ Superior adhesion.
- ◆ Semi Gloss and water proof.
- ◆ Extra coverage & high durability.

### NOVALAC TRUSHIELD EXTERIOR PAINT

Novalac Trushield is a smooth touch matt finish, high performance, long lasting exterior paint with nano skin technology

#### Features :

- ◆ Easy to clean and high stain resistance.
- ◆ Smooth Touch Matt Finish and water resistance.
- ◆ Extra coverage & high durability.
- ◆ Affordable ready made colours available.





Packaging  
20 Ltr.  
10 Ltr.  
4 Ltr.  
1 Ltr.  
500 ml.

## MATT FINISH EXTERIOR EMULSION

ALL WEATHER is a matt finish, high performance, long lasting exterior paint with nano skin technology.

### Features :

- ◆ Easy to clean and high stain resistance.
- ◆ Matt Finish and water resistance.
- ◆ Extra coverage & high durability.
- ◆ Affordable ready made colours available.

## ACRYLIC WATER BASED PRIMER

NOVACARE WALL PRIMER or undercoat is preparatory coating before paint, It ensure better adhesion of paint to the surface and increase paint durability.

### Features :

- ◆ Excellent adhesion to paint and putty.
- ◆ Minimize consumption of paint.
- ◆ Protection against fungus and bacteria.



Packaging  
20 Kg.  
10 Kg.  
5 Kg.  
2 Kg.

## ACRYLIC DISTEMPER

NOVACARE / ALL WEATHER specially formulated acrylic co-polymer emulsion based distemper for elegant, durable matt for interior walls.

### Features :

- ◆ Easy to wash.
- ◆ Very Economical.
- ◆ Low odour and low VOC.

## HI GLOSS ENAMEL, PRIMERS & NC COATING

NOVALAC enamels are used on wooden and metal surfaces to prevent it from corrosion and give beauty to the surface.

### Features :

- ◆ Smooth finish.
- ◆ Solvent based.
- ◆ Excellent coverage.
- ◆ High Gloss.



Packaging  
40 Kg.  
20 Kg.

Packaging  
20 Ltr.  
4 Ltr.  
1 Ltr.  
500 ml.



## POLYMER BASED WALL PUTTY

NOVACARE / POLO WALL PUTTY is specially designed product with low dust technology. It protects your expensive paints and retain its beauty for long.

### Features :

- ◆ White cement and polymer blended.
- ◆ Smooth bright finish.
- ◆ Resist the growth of fungus and bacteria.
- ◆ Extra coverage.



## MR. CRETE WATER PROOFING COMPOUND (SBR)

Used in building application as a sealing and binding agent.  
(Packaging : 20 Kg., 4 Kg., 1 Kg.)

## MR. CRETE WATER PROOF WALL PUTTY

Designed with new technology to give extra strength and durability to your walls. (Packaging : 20 Kg., 40 Kg.)

## NOVA SEAL CEMENT WATER PROOFING COMPOUND

Used in building application as a water proofing agent.  
(Packaging : 1X25 Kg. Bag) (POWDER BASE)

## TILE FLOORING RANGE

### MR. CRETE TILE FIXER

It is a cement based adhesive designed for bonding ceramic wall, floor tiles, marble, granite and natural stones on concrete surfaces. It prevents tile cracks, bending failure & efflorescence with high adhesive tensile strength.

(Packaging : 20 Kg. Bag)



### MR. CRETE GROUTING POWDER

It is designed for use when durable, stain resistance, grout joints are required. It is used to fix cracked or damaged tiles, marbles, towel racks and sinks.

(Packaging : 1X25 Kg. Bag)

### MR. CRETE FLOOR COLOUR

Floor colours are highly concentrated dry powder of finest grade and is suited to give a new colour and beauty to cement floors.

(Packaging : 1X25 Kg. Bag)

### MR. CRETE EPOXY GROUT

Mr. Crete Epoxy Grout is a unique grout for tiling that does not use Portland cement or water in the mixing process. It features a hardener, pigments, epoxy resin, and silica fillers. Mr. Crete epoxy grout is less porous compared to the cementitious grout.





Packaging  
20 Kg.  
Bag

## WATER PROOF CEMENT

Cement paint is otherwise known as concrete paint, it is durable and water resistant. Cement paint is economical, exterior and interior wall finish.

### Features :

- ◆ Economical and durable.
- ◆ Easy to use.
- ◆ Protects building from various weather conditions.

NOTE : PROPER CURING WITH WATER IS MUST.

## NOVAJOD SYNTHETIC ADHESIVE EMULSION

NOVAJOD adhesive emulsion is high strength binder for lime and powder base coatings.

### Usage :

- ◆ To 5 kg. Lime add 250g or more of Novajod Synthetic Adhesive Emulsion depending on quality of Lime and Wall Surface.



Packaging  
200 ml.  
100 ml.  
50 ml.

## UNIVERSAL STAINER

Novalac Universal Stainer is specially formulated premium quality stainer used for tinting paints like Acrylic Emulsion, Enamel and Lustre Finishes. Stir well for uniform and complete mixing. Novalac Universal Stainer has high tinting strength & required colours can be made as per its input.

## COMMERCIAL RANGE

DURAPLAST AND TIPCO PLAST is designed for interior and exterior walls, it is economical and durable range for builders and contractors.

### Features :

- ◆ Economical and durable.
- ◆ Smooth finish.
- ◆ Super white acrylic based.
- ◆ Environment friendly.



# NOVALAC®



Mr. Crete Damp-Proof is reinforced Elastomeric liquid applied water proofing membrane. It is formulated with selected Elastomeric resilient acrylic polymers and reinforcing polyester fibers. Upon curing, it forms a thick, seamless, durable membrane thus offering ultimate waterproofing.



## APPLICATION

1. Apply a first self priming coat of Damp-Proof by diluting with water 3:1 Ratio.
2. Allow to dry between coat 4-6 hours
3. Apply first waterproofing coat **without any dilution** allow to dry 4-6 hours.
4. Apply the second waterproofing coat **without any dilution** in a perpendicular direction to the first.
5. Keep the container tightly closed when not in use.

NOTE: Drying time 8-10 hours.



## UNIVERSAL STAINER

# NOVALAC®



जहाँ दीवारें भी कहें कुछ  
दिल की बात!



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