



**Innovative Interior & Exterior
Wall Overlay System**

LUXTURE®

DECORCEM®
Stone Effects

THE STAMPED CONCRETE

Since 2007



Where building beautification & creativity matters

C O M P A N Y P R O F I L E

Luxture Surface Coatings Pvt. Ltd. is an ISO 9001:2015 certified company and developer of innovative coatings in India for relishing the dreams of house owners. Luxture Surface Coatings Pvt. Ltd. was incorporated in the year 2003 with exclusive range of European, Italian and Japanese, textured & decorative paints, with multicolored and special effects. The company is managed by a group of technocrats and professionals. We emphasized on investing in continuous R&D and bringing new ideas in the form of new products.

Build on the foundation of our business creed "**Sincerity and Creativity**" we will pursue the infinite possibilities for development and creation in building beautification Product. By creating innovative products, which bring a sense of satisfaction to people we intend to meet and exceed your expectations.

Luxture's philosophy is "**Quality Must and Never be Compromised**". So following this philosophy company is manufacturing different quality products which are long lasting and durable with distinct look and feel at affordable price.

Luxture's vision is "**Innovation of new Ideas**", keeping this vision in mind we are relishing the dreams of house owners with our breathtaking extensive ranges and patterns of surface coatings & beautification products. We have created countless moods and styles to home in various sizes and designs giving each its distinct look and feel, reflecting the house owner's unique personality and individuality. Our entrepreneurial spirit has made us the first of our kind with the largest range of products in the segment of decorative building material.

OUR MISSION

Our mission is "**To achieve leadership position and become major player in decorative paint industry & architect recommendation products**". According to our mission we have a team of professionals and technocrats to serve in the best way they can. As a result of constant growing we have the strong dealer and distributor network in PAN India and it is increasing continuously on timely basis. We have very diligent and professionally educated marketing team to conduct marketing and sales event.

Innovative Interior & Exterior Wall Overlay System



THE STAMPED CONCRETE

Since 2007

Our "Overlay System" is in a league of its own! In the multi-billion dollar industry of concrete restoration and beautification, you will not find any other product that comes closer to the beauty and functionality of Decorcem "Overlay System".

DECORCEM- Stone effects THE STAMPED CONCRETE: As the name signifies, Decorcem is a ready mix concrete which adds beauty and drama to concrete floors, sidewalks, driveways and other horizontal surfaces, it also beautifies and enhances the vertical surfaces, such as the walls of interiors and exteriors of our home, commercial places, landscapes etc. All this is done by using the plastering, texturing and colouring techniques to create structures, which exactly replicates to natural stones, wood, bricks and blocks.

In broad "Decorcem" is a methodology involving special material, workmanship, special tools & techniques to create deep textured very realistic model bricks, stones & wood grain patterns. The special material includes the "Wall Overlay System": The lightweight concrete & "Floor Overlay System": The high dense concrete, available in various colours, which is applied by the highly skilled workers.

The Application or installation is done with special tools, the plastered and stamped surfaces are then coloured randomly to bring the colours of natural stones & finally sealing the surface for long term protection from external weather calamities.

FEATURES AND ADVANTAGES OF DECORCEM OVERLAY SYSTEM

Wall Mix is a Lightweight and highly insulating material, controls air conditioning cost.

Floor Mix is a highly dense and abrasion resistance material, ensures nominal wear and tear.

Easy to install, less prep work and lower labour cost.

No loss of material during transportation.

Breathable, fungus and fade resistant.

No unwanted colour and tone variation.

Offers variety of colour, size and concrete patterns.

Suitable and flexible for each project.

No deterioration due to frost and thaw cycles.

Can be applied over any type of sound surface including fresh or matured concrete, Ply Board, Gypsum Board, ACP, Cement Particle Board.

Seamless, never falls or brakes.

Easy to apply, and gives great decorative outlook.

By antiquing techniques, you can achieve antique brick/stone looks.

No need for joint fillers. No need for bonding plasters.

No need for final clean up.

Extremely fast application relative to conventional brick and stones.

Easy to install on both interior and exterior surfaces.

Creating coloured joints is fast and easy.

Colours can be changed to obtain a new look

Adhesive strength at 1, 2N/mm² with its excellent bonding agent very low cost, easy and quick.



LD 0034-02-03-C 09-15- 03-I



LD 0034-02-05-C 010-03

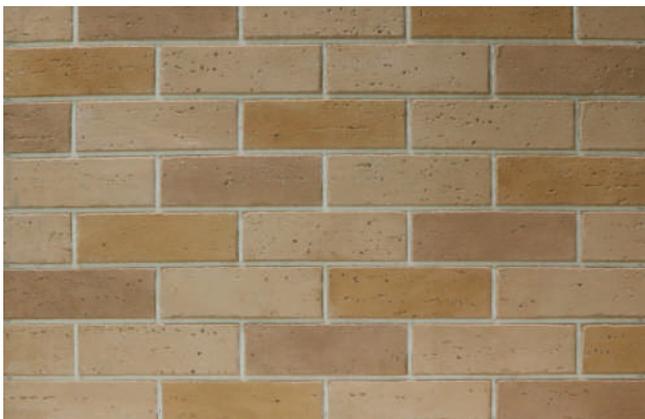
BRICKS

Thickness (mm) : 6-8 • Applicable : Walls

Customised colours are also available.



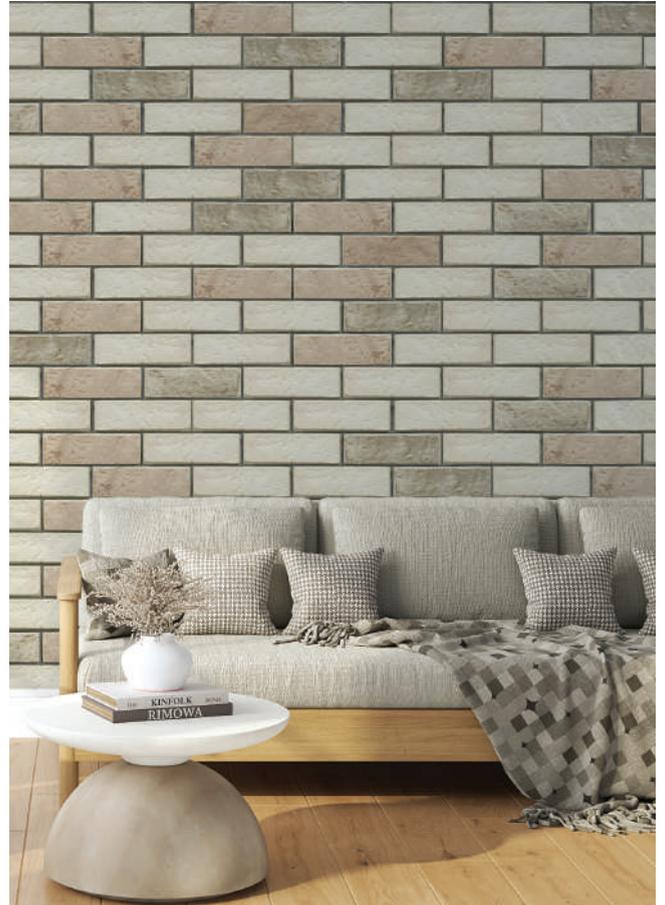
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LD 0038-03-04-C 08 -018



LD 0034 02-04 C 08 - 12



LD -34- 02- 06- W03



LD 0034 - 02- 06-C 09-01-03



01 - 06 C 09-01-03



LD -32A- 01- 05- W010



LD 0038B-03-05

BRICKS

Thickness (mm) : 6-8 • Applicable : Walls

Customised colours are also available.



LD 0034-03-03-C 13



LD 0034-02-07-C13-I-10-03



LD 0034-03-05-C10-I-W 10



LD 0034-03-07-C-013-01-03

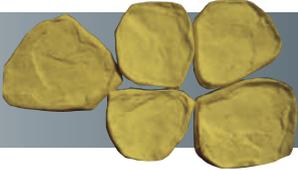


LD 0034-03-02-C-02-I-W 03



LD 0034-02-02-C13-I-15-I-03-I



FINISH	LD001	
Thickness (mm)	20-25	
Applicable	Wall	

Customised colours are also available.



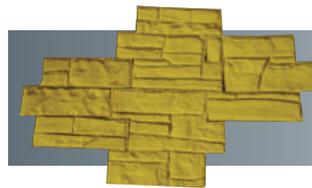
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LD01-01-I-C08-11-15-W05



LD04-01-I-C04-10-W07



FINISH	LD004
Thickness (mm)	15-20
Applicable	Wall, Floor

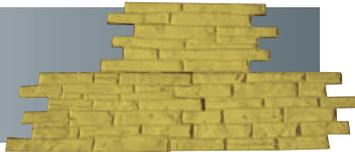
Customised colours are also available.



LD04-01-I-C02-04-W03



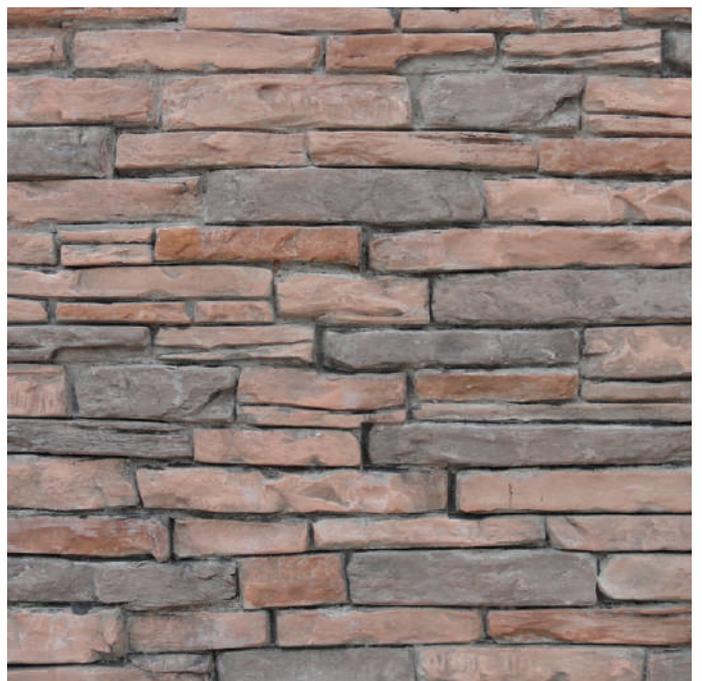
FINISH	LD005
Thickness (mm)	20-25
Applicable	Wall



Customised colours are also available.



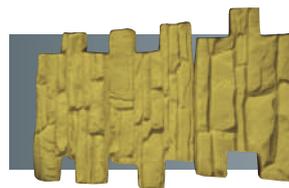
LD05-01-I-C15-W03



LD05-01-I-C02-04-05-W03



LD06-01-I-C03-W15



FINISH	LD006
Thickness (mm)	15-20
Applicable	Wall

Customised colours are also available.



LD06-01-I-C04-W05

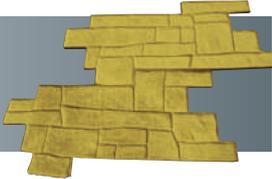


LD06-01-I-C17-W07



FINISH	LD0015
Thickness (mm)	20-25
Applicable	Wall

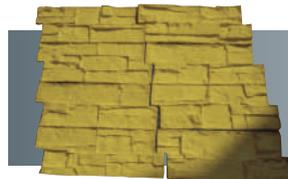
Customised colours are also available.




LD15-01-I-C04-W05



LD15-01-I-C04-05-10-W06



FINISH	LD0017
Thickness (mm)	10-15
Applicable	Wall

Customised colours are also available.

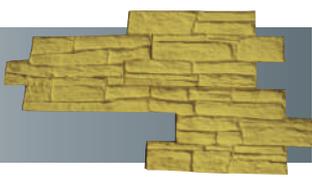


LD17-01-I-C02-01-I



LD17-01-I-C09-16-16+05-W06



FINISH	LD0018	
Thickness (mm)	15-18	
Applicable	Wall	

Customised colours are also available.



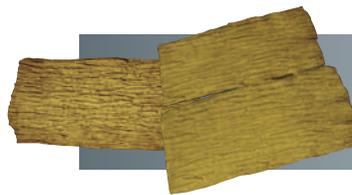
LD18-01-I-C01-02-16-W05



LD18-01-I-C10-W07



LD28-01-C15-24-27-W31



FINISH LD0028-29

Thickness (mm) 4-15

Applicable Wall

Customised colours are also available.



LD29-03-C24-26-W21



LD28-01-I-C20-26-W27



FINISH	LD0031
Thickness (mm)	4-10
Applicable	Wall



Customised colours are also available.



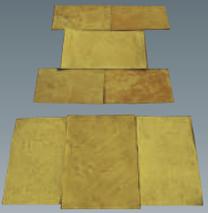
LD31-01-I-C26-W27



LD31-03-C17-24I-28I-W27



LD31-01-C25-W27

FINISH LD0033-34

Thickness (mm)	4-10
Applicable	Wall, Floor

Customised colours are also available.



LD0033-04-S-W08



LD0033-10-S-W26



FINISH ROUGH CAST WALLS

Thickness (mm)	4-10
Applicable	Wall, Floor

Customised colours are also available.



LD03-10-W01



LD34-04-IA-04-W03



LD34-02-W03



FINISH	LD0052	
Thickness (mm)	4-15	
Applicable	Wall & Floor	

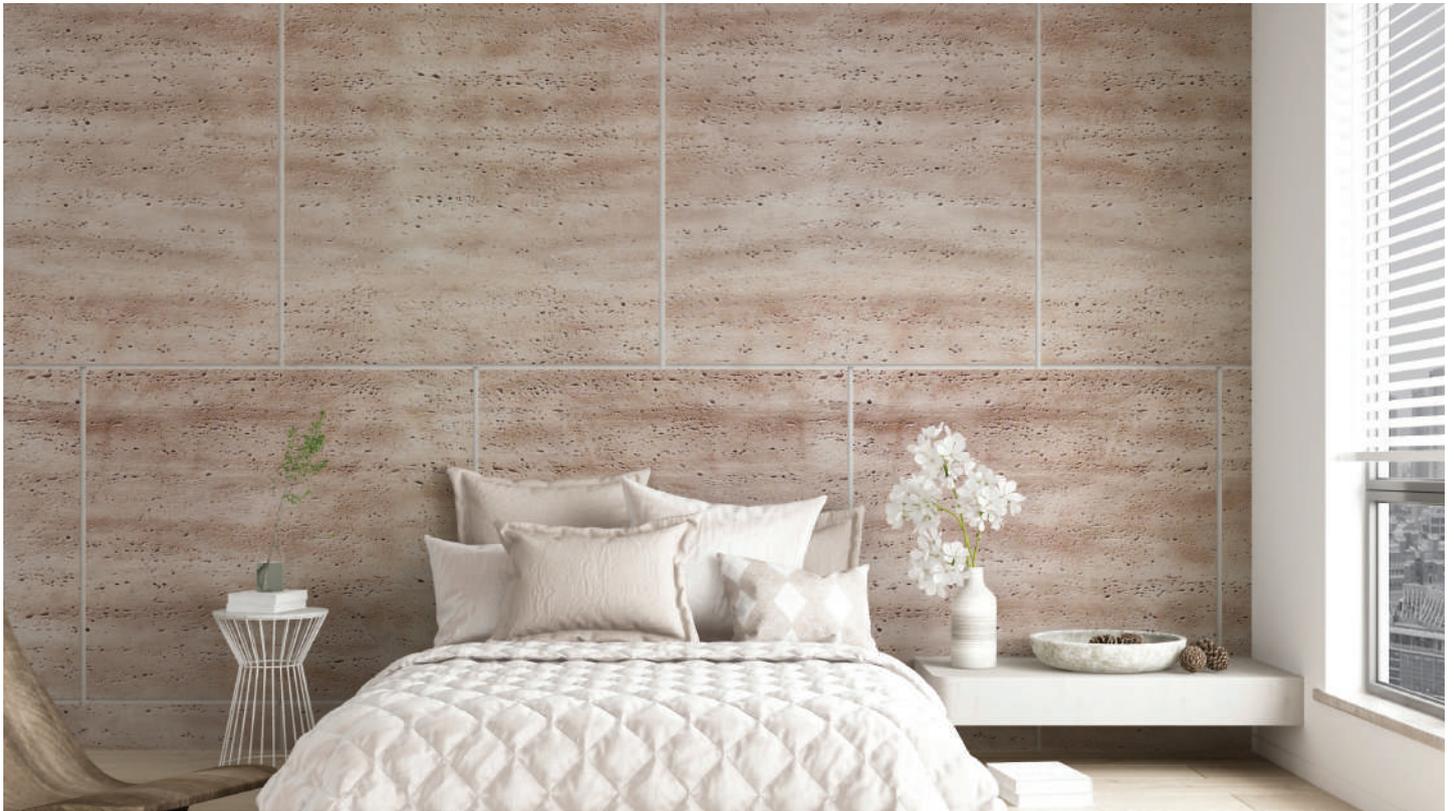
Customised colours are also available.



LD52-04-W05-GMF



LD52-03-C02-W03



LD38A-03-33-08-33-W27



LD38A-03-33-08-27-W27



FINISH TRAVERTINO

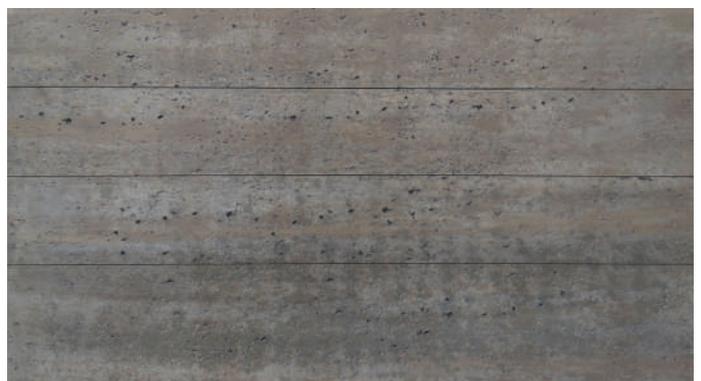
Thickness (mm) 4-15

Applicable Wall

Customised colours are also available.



LD38A-03-33-08-W27



LD38A-03-33-08-07-W27

DECORCEM FIBER REINFORCED PLASTER

TOTAL SOLUTION OF DAMAGES CAUSED TO THE PLASTER DUE TO UNDER GROUND WATER SEAPAGE'S AND PLUMBING LEACKAGES.

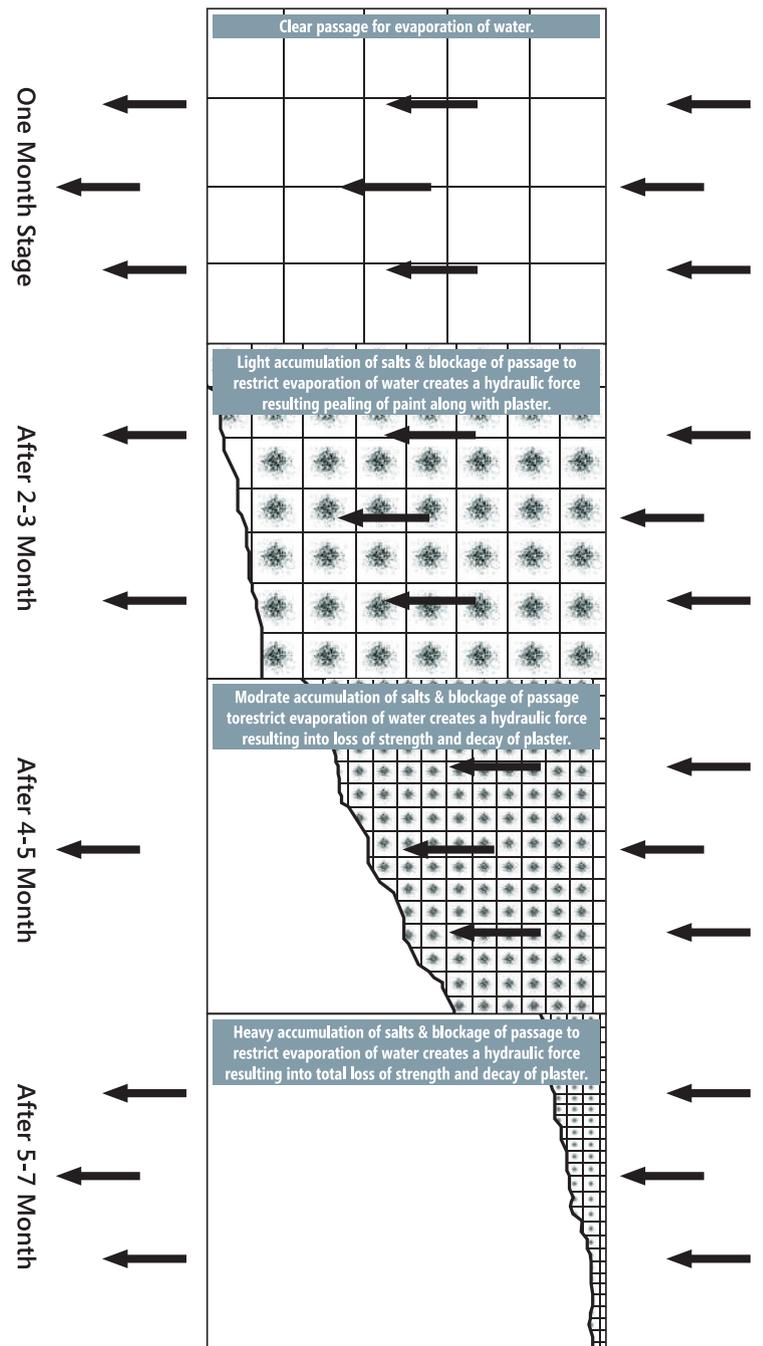
WATER VAPOUR OF SEAPAGE FROM GROUND LEVEL WATER & LEAKING OF PLUMBING JOINTS.

15-20mm normal cement sand plaster under dampened condition.



DECORATIVE AND PROTECTIVE PLASTER WHICH ADDS BEAUTY AND DECORUM TO YOUR LIVING SPACE.

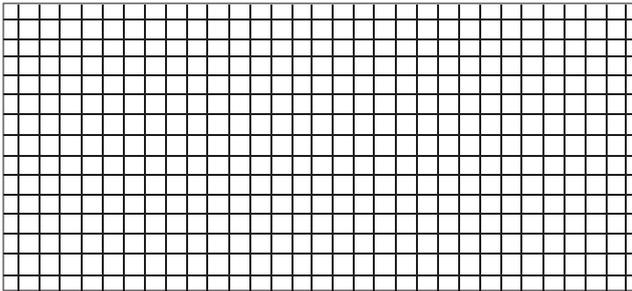
DECORCEM: Its a scientifically designed and time tested formulation,incorporates the graded sand, special additives, cement & a methodology to create casting plasters.



NOTE: In the above illustration we can see the undissolved particles of calcium and magnesium salt and flourides driven along with water vapours blocks the cavities and passages in the plaster which ultimately restricts the evaporation loss of water vapours created due to ground water or plumbing leakages. The unhydrated particles of cement and calcium salts, in continues presence of water and due to the restricted passages creates a hydraulic force which ultimately results in loss of bonding and decay of plaster.

NORMAL CEMENT SAND PLASTER

In-built matrix of a normal cement sand plaster



- High in Density
- Low vapour Permeable
- High heat & cold conductivity
- Can adhere to concrete only
- Has limited working time

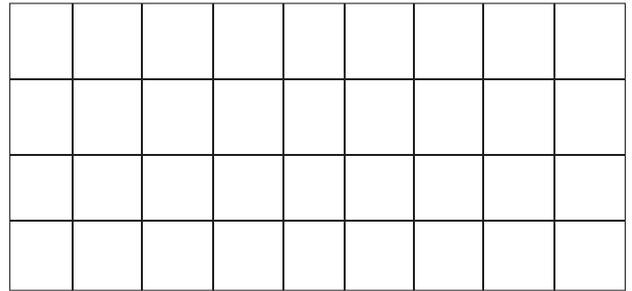
HOW DOES DECORCEM WORKS

Decorcem incorporates the light weight aggregates and special additives, once plastered the micro porous structure and the voids created due to the light weight aggregates, allows the water vapours and dissolved calcium salts to evaporate and there by eliminate the possibilities of accumulation of fluorides and salts inside the plaster. Over the Decorcem plasters, we use special colours which impregnates deep inside the plaster's thus foaming a films in microns, unlike normal paints we can see the film loses the adhesion from the substrate due to the salt attack, the Decorcem colorants does not leave the substrate and allows the salts to come out with out damaging the colors.

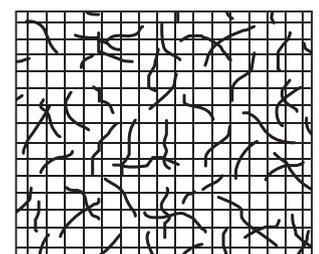
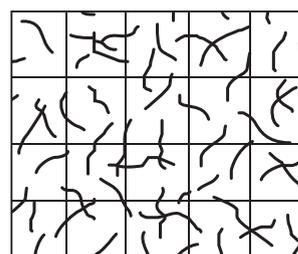
Decorcem plasters incorporate the fine and thick filaments of Micro fibers, which form a web like structure inside the plaster. Such reinforcement increases the tensile strength of the plaster and eliminates the possibilities of cracks and peeling of due to seepages and weakening of mortar.

DECORCEM: MICRO FIBRE REINFORCED PLASTER

In-built matrix of Decorcem



- Low in Density, 20-30% lighter then the normal cement and sand mixture.
- Highly vapour Permeable.
- Low density gives hot & cold insulation.
- Strong bond over concrete, bricks, wood & cement particle boards.
- Lot of open time permits to work & create art.
- Once applied if is no more a plaster but turns into a seamless sheet.
- Highly resistance to water and calcium salts created due to under ground water seepages and plumbing leakages.
- This is peel & flake resistant.



DECORCEM COLOUR RANGE



BROWN



NATURAL GREY



GOLDEN BROWN



LIGHT GREY



DHOLPUR



SANDY



BLACK



WHITE



DARK GREY



TERRACOTA



APPLICATION PROCESS ON WALL



Step 1
Preparing wall for scratch coat
Plaster/concrete wall



Step 2
Load thin material on wall



Step 3
Draw scratch coat



Step 4
Remove excess material



Step 5
Load material as plaster for stamping
in required thickness



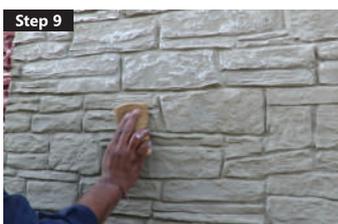
Step 6
Stamping Dye in interlocking manner



Step 7
Completed Stamping



Step 8
Scrapping excess material



Step 9
Applying accent enhancer



Step 10
Applying colours randomly



Step 11
Washing with colour to achieve antique look



Step 12
Final view

PROJECTS SHOWCASE



ISCON EMPORIO - AHMEDABAD



SUVIDHA BUILDER HOUSE - GANDHI NAGAR



SUVIDHA BUILDER HOUSE - GANDHI NAGAR

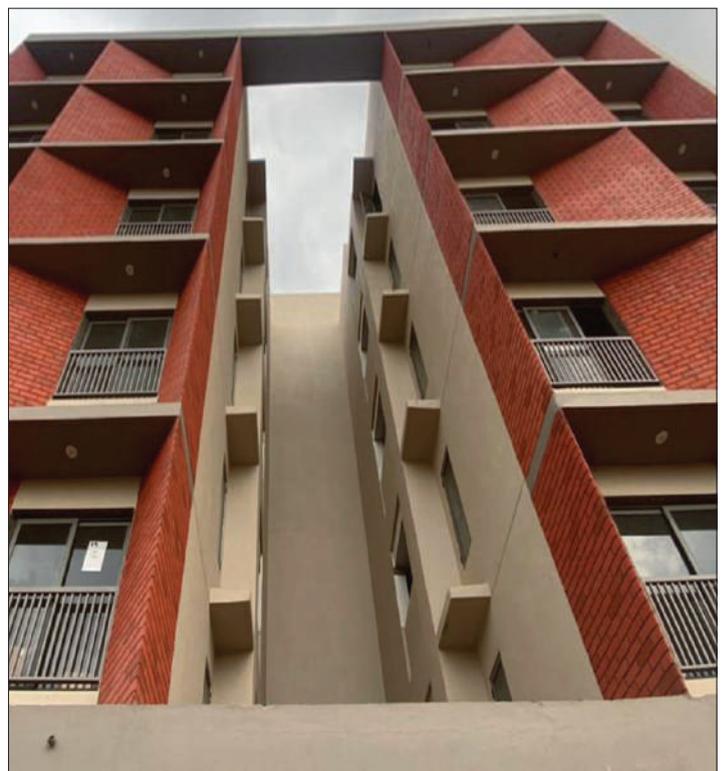
PROJECTS SHOWCASE



VIJAY SALES - GUJARAT

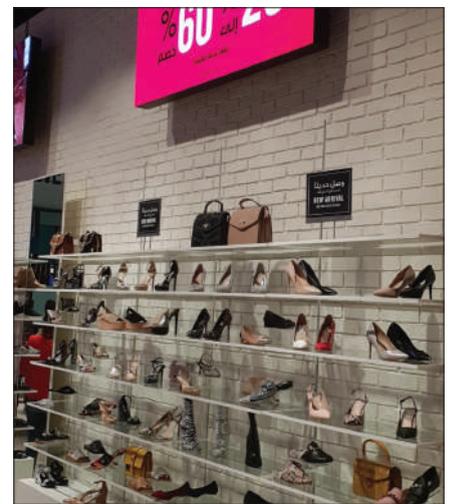
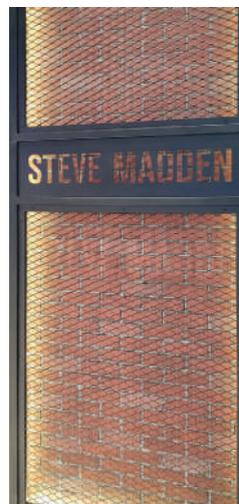
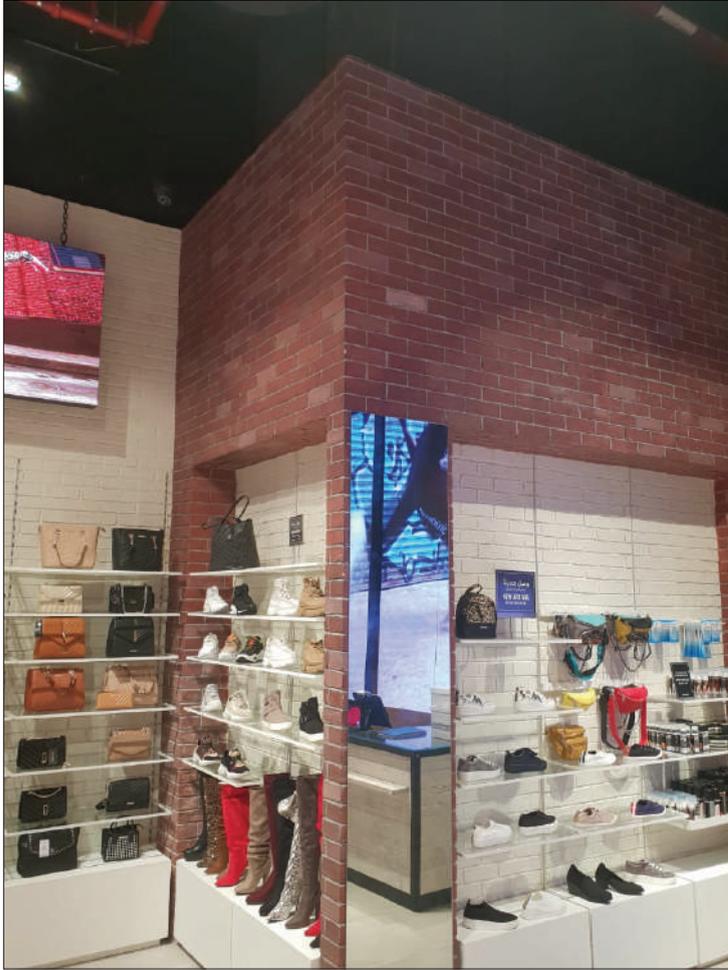


ANGEL SKY APARTMENT - AHMEDABAD



KIRAN BHANUSHALI PROJECT - KALOL

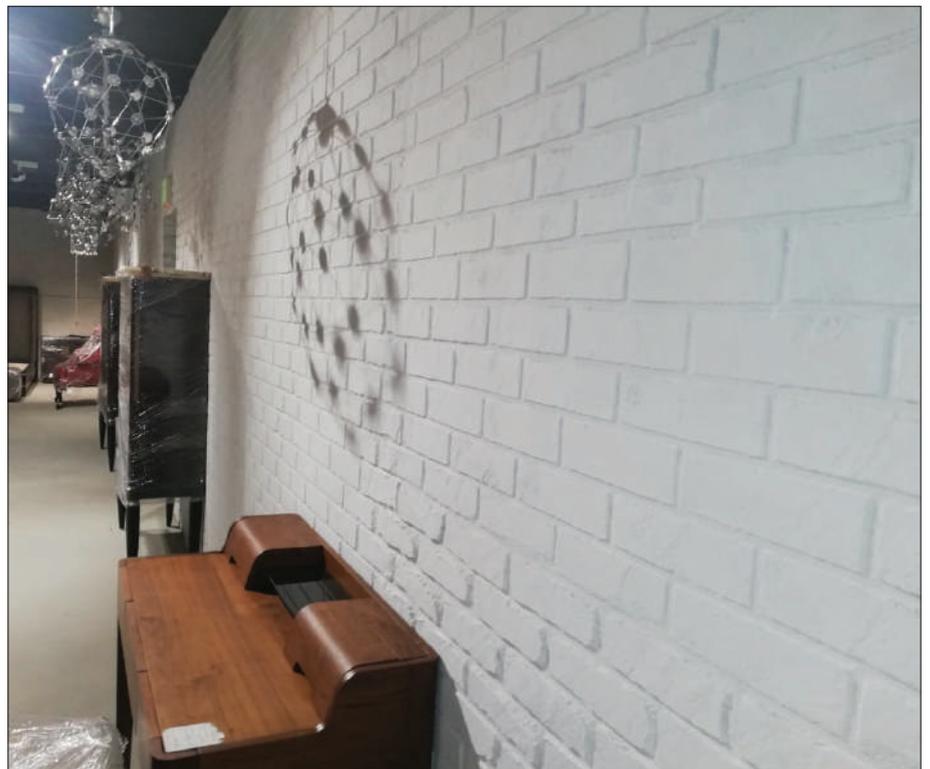
PROJECTS SHOWCASE



STEVE MADDEN - DUBAI MALL, DUBAI



LITTLE MANILA (AL MARIAH MALL, ABU DHABI)



LED WORLD - AL QUOZ, DUBAI

PROJECTS SHOWCASE



RUKMANI HEIGHTS LLP, RAJKOT



WORLD SCHOOL - JHANSI



STEVE MADDEN - DUBAI MALL, DUBAI



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