



# Ruby Chemicals<sup>TM</sup>

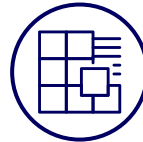
Transcending Innovations



**WATERPROOFING  
CHEMICALS**



**REINFORCEMENT  
PRODUCTS**



**TILE & STONE  
ADHESIVES**



*Waterproofing Systems by*  
**Ruby Chemicals<sup>TM</sup>**  
Transcending Innovations

[www.rubychemicals.co](http://www.rubychemicals.co)



## THE COMPANY



## FOUNDED IN THE YEAR 2016



## VISION

To be a trusted leader in sustainable and innovative construction chemicals, delivering high-quality and reliable solutions that enhance the durability and strength of structures worldwide for stronger and greener future.



## MISSION

We challenge the status quo by delivering sustainable and innovative construction chemicals that enhance durability and efficiency. With a strong focus on quality, ethical practices, and expert application, we ensure that we deliver reliable and highly effective eco-friendly solutions creating trust and long-term partnerships with all stakeholders of the ever growing infrastructure industry creating stronger and sustainable future.



## CORE VALUES



CUSTOMER CENTRIC



QUALITY CONSCIOUS



IMPECCABLE TEAMWORK



INTEGRITY



INNOVATION & RESEARCH DRIVEN



## OUR USP



HIGHER QUALITY PRODUCTS



BACKED BY EXPERIENCED TEAM



ON SITE TRAININGS & APPLICATION SUPPORT



CERTIFIED & TRAINED APPLICATORS



## PRODUCT RANGE



WATERPROOFING CHEMICALS



REINFORCEMENT PRODUCTS



TILE & STONE ADHESIVES



Waterproofing Systems by  
**Ruby Chemicals™**  
Transcending Innovations



CLIENTELE



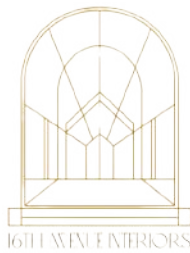
BALAJI  
ASSOCIATES



JP REALTIES



high performance packaging



and many more .....

www.rubychemicals.co



# **WATERPROOFING CHEMICALS**

**CEMENTITIOUS COATINGS**

**TWO - COMPONENT CEMENTITIOUS COATINGS**

**LIQUID APPLIED MEMBRANES**

**POLYURETHANE BASED COATINGS**

**EPOXY BASED COATINGS**



## CEMENTITIOUS COATINGS



### PRIMA

*Specialised Primer for Surface Preparations*

**PRIMA** is composed of specialised acrylic emulsion polymer which has penetrative properties and is used as a primer. It has an excellent property for adhesion to various construction materials. It seals hair line cracks and creates a base for better waterproofing coatings on surface. It is used as a primer coat and as surface preparation before application of various waterproofing treatment. It is cost effective and helps to achieve better coating average for other waterproofing coatings.

**USAGE METHOD:**

1 Parts of **PRIMA** : 1 Part of Water



30 - 40 Sq. Ft. Per Kg. Per Coat\*



5 KGS.  
20 KGS.

### AARCRETE

*Modified Acrylic Polymer for Flexible Cementitious Waterproof Coating*

**AARCRETE** is a Modified Acrylic Polymer for Flexible Cementitious Waterproof Coating and an excellent waterproofing material. It is durable, flexible and has high level of resistance to aggressive weathering agents. It accommodates limited crack movement in underline surfaces and also develops an excellent bond to most building materials. The primary application includes waterproofing on bathroom sunks, terraces, roofs, etc.

**USAGE METHOD:**

1 Part of **AARCRETE** : 1 Part of Water : 3 Parts of Cement



27 - 30 Sq. Ft. Per Kg. Per Coat\*



5 KGS.  
20 KGS.

### CRYSTALOC

*Cementitious Crystalline Waterproofing Coating*

**CRYSTALOC** is a premium blend of high-quality cement, carefully selected and graded inert aggregates, proprietary waterproofing agents, and specialized additives. Designed as a chemically active waterproofing solution for concrete, **CRYSTALOC** when mixed with water and applied as a brush coat, penetrates deep into the concrete's capillaries, effectively reducing water permeability and enhancing protection.



25 KGS.



## TWO - COMPONENT CEMENTITIOUS COATINGS



### AARCEE 2K

*Flexible Acrylic Based Cementitious Waterproof Coating*

**AARCEE 2K** is a two component flexible acrylic based cementitious waterproof coating system. It is composed of acrylic emulsion polymer as a binder and best quality Portland cement mixed with selected and graded aggregates and additives. It is specifically designed for achieving excellent waterproofing of wet areas, washrooms, chajjas & parapet walls, water tanks, terraces, etc.

**USAGE METHOD:**

1 Part of **AARCEE 2K** : 1.727 Parts of 2K POWDER



Approx. 8 - 10 Sq. Ft. Per Kg. in 2 Coats



90%



15 KGS. Pack (5.5 KGS. Liquid + 9.5 KGS. Powder)  
30 KGS. Pack (11 KGS. Liquid + 19 KGS. Powder)

## 2K PLUS

*High Performing Specialised Cementitious Membrane Waterproof Coating*

**2K PLUS** is a two-component high performing specialised cementitious membrane waterproof coating system which is specifically designed for achieving excellent waterproofing of wet areas, water tanks, terraces, podiums, basement, etc. It has excellent resistance to both positive and negative water pressure by forming highly elastic waterproof coating.

### USAGE METHOD:

1 Part of **2K PLUS**: 1.5 Parts of 2K POWDER



Approx. 10 - 12 Sq. Ft. Per Kg. in 2 Coats



150%



12.5 KGS. Pack (5 KGS. Liquid + 7.5 KGS. Powder)  
50 KGS. Pack (20 KGS. Liquid + 30 KGS. Powder)

## EXAFLEX

*Heavy Mortar Based Cementitious Membrane Waterproof Coating*

**EXAFLEX** is a two-component heavy mortar based flexible cementitious membrane waterproof coating and provides excellent resistant to positive and negative hydrostatic pressure by forming highly flexible film. It is a silica free coating which gives longer life to the coating. It gives excellent bonding strength to all cementitious substrates. It is recommended for terraces, basement and retaining walls, podiums, soft scapes, underground environments, swimming pools and water bodies, wet areas, etc.

### USAGE METHOD:

1 Part of **EXAFLEX** : 1.5 Parts of 2K POWDER



Approx. 6 - 8 Sq. Ft. Per Kg. in 2 Coats



250 %



12.5 KGS. Pack (5 KGS. Liquid + 7.5 KGS. Powder)  
50 KGS. Pack (20 KGS. Liquid + 30 KGS. Powder)



## LIQUID APPLIED MEMBRANES



## AARCOAT

*Single Component Acrylic Based Elastomeric Membrane Waterproof Coating*

**AARCOAT** is a single-component, acrylic-based elastomeric waterproof coating designed for direct application on flat roofs, terraces, and metal roofs. Applied with a brush, roller, or spray, it forms a thick, flexible, waterproof film that adapts to surface tension or expansion. Combining waterproofing and heat-proofing benefits. **AARCOAT** requires no extra protective layer for roofs with foot traffic.

### USAGE METHOD:

2 Coats of **AARCOAT** with base coat of **PRIMA**



Approx. 12 - 15 Sq. Ft. Per Kg. in 2 Coats



220%



5 KGS.  
20 KGS.

## RAINPROOF

*Single Component Premium Elastomeric Membrane Waterproof Coating*

**RAINPROOF** is single component premium elastomeric membrane waterproof coating system for direct application. It is suitable for application on flat roofs, terraces, metal roofs, etc. It can be applied by brush, roller or spray equipment depending on site conditions. Applied in thick layer, it forms a waterproof, flexible film which adapts to the surface changes cause by tension or expansion.

**RAINPROOF** combines the benefits of waterproofing and heat proofing in a single product. No additional protective coating is required for the roof subject to foot traffic.

### USAGE METHOD:

2 Coats of **RAINPROOF** with base coat of **PRIMA**



Approx. 12 - 15 Sq. Ft. Per Kg. in 2 Coats



300%



5 KGS.  
20 KGS.



## POLYURETHANE BASED COATINGS



### ULTRACOAT

*Single Component Polyurethane Dispersant Based Elastomeric Membrane Waterproof Coating*

**ULTRACOAT** is a ready-to-use single component water based hybrid polyurethane dispersant membrane waterproof coating. It has excellent resistance to UV radiation and has high resistance to all weather resistance. Applied in thick layer, it forms a seamless waterproof, flexible and durable film which adapts to the surface changes cause by tension or expansion. It can be applied by brush, roller or spray equipment depending on site conditions.

**USAGE METHOD:**

2 Coats of **ULTRACOAT** with base coat of **PRIMA**



Approx. 12 - 15 Sq. Ft. Per Kg. in 2 Coats



350%



5 KGS.  
20 KGS.

### PUTHANE

*Single Component Moisture Curing Polyurethane Membrane Waterproof Coating*

**PUTHANE** is a one component moisture curing liquid made up from pure polyurethane, which once catalysed forms a continuous elastic membrane, without any joints, overlapping or any integrated mesh required. It can be applied by brush, squeegee, roller or airless spray. Roller application is necessary for reinforced systems.

**USAGE METHOD:**

2 Coats of **PUTHANE** with base coat of **AARPOXY 21** OR **AARPOXY WB**



Approx. 8 - 10 Sq. Ft. Per Kg. in 2 Coats



450%



25 KGS.



## EPOXY BASED COATINGS



### AARPOXY 21

*Multi - Purpose Epoxy Based Coating*

**AARPOXY 21** is a two - component solvent free low-viscous modified epoxy coating. When both components are mixed in recommended ratios and cured appropriately at room temperature, an excellent bond strength can be achieved for concrete primer, epoxy grouts, epoxy mortars, repairing compound and as binder between old and new concrete.

**USAGE METHOD:**

2 Parts Resin : 1 Part Hardener



1.5 KGS.  
7.5 KGS.

### AARPOXY WB

*Water Thinnable Epoxy Based Coating*

**AARPOXY WB** is a two - component water thinnable epoxy based coating. It retains all the characteristics of conventional solvent based epoxy formulations, including outstanding water and chemical resistance, strong adhesion, hardness, durability, and mechanical strength. A key advantage of **AARPOXY WB** over solvent-based epoxy is its ability to be applied even on damp surfaces.

**USAGE METHOD:**

1 Part Resin : 1 Part Hardener : 1 Part Water



1 KG.  
2 KGS.





# REINFORCEMENT PRODUCTS

[www.rubychemicals.co](http://www.rubychemicals.co)



# JOINTEX

*Joint Rolls for Reinforcement of Critical Junctions*

**JOINTEX** roll is specifically designed for reinforcement of construction joints, angle fillets, floor junctions, etc. which are critical for waterproofing. It is used as a sandwich layer with the waterproofing chemical. It is manufactured in a way that it expands with the existing waterproofing chemicals without tearing apart giving extra strength on the critical junctions. Also, it can be used with all types of chemicals.



160 MM X 125 M (125 RM Rolls)

# AARCEE GROUT

*Non - Shrink High Strength Free Flow Cementitious Grout*

**AARCEE GROUT** is a non-shrink high strength free flow ready to use as a dry powdered cementitious grout. It is designed for precision grouting where it is essential to withstand dynamic as well as static load. It is chloride free and can be safely used in contact with steel.



25 KGS. HDPE BAGS

# AARCEE RM

*Polymer Modified Fiber Reinforced Concrete Repair Mortar*

**AARCEE RM** is a single-component, polymer-modified, cementitious repair mortar enhanced with selective non-reactive fibers. It offers excellent durability, corrosion resistance, protection against carbonation, and reduced shrinkage cracking. Designed for versatility, **AARCEE RM** can be applied in thicknesses ranging from 10 mm to 50 mm on vertical surfaces and 25 mm to 30 mm in overhead applications. It is suitable for application by hand trowel or with a specialized mortar spray machine.



25 KGS. HDPE BAGS

# AARCEE MICON

*High Performance Non-Shrink Cementitious Microconcrete for Concrete Repairs*

**AARCEE MICON** is a high performance non-shrink and ready to use as a dry powdered cementitious microconcrete. It is designed by using good quality cement, properly selected aggregates and additives. It is used for repairing of damaged concrete elements. It has excellent flowability, workability and proper particle size to reach small & congested reinforcement areas.



25 KGS. HDPE BAGS

# PU SEALANT

*High Performance Flexible One Component Polyurethane Sealant*

**PU SEALANT** is a high performance flexible one component polyurethane sealant for external & internal applications. It possesses excellent adhesion to all construction materials. It is a medium-modulus pigmented sealant that cures on exposure to atmospheric humidity.



600 ML SAUSAGES



GREY & WHITE



## **TILE & STONE ADHESIVES**

[www.rubychemicals.co](http://www.rubychemicals.co)



# TILE & STONE ADHESIVES



## WHY USE ADHESIVES?

In the current scenario, the need for tile adhesive is driven by the demand for durable, aesthetically pleasing, and functional tiled surfaces in residential, commercial, and industrial settings. Tile adhesive provides superior bonding strength and flexibility compared to traditional methods like mortar, ensuring that tiles remain securely attached even under stress and varying environmental conditions.

Moreover, ancient tiles were made of very porous materials, which were having water absorption capability of more than 30% and were easy to get it mechanically bonded using cement. Modern tiles have become so dense and/or vitrified making adhesion with cement alone is a real challenge and shall de-bond from the substrate, for which the major reason is non-absorption of water.

Widely used modern tiles vary in water absorption:

- Ceramic Tiles : Water absorption is 3% or more
- Porcelain Glazed Tiles : Water absorption is less than 0.5%
- Mosaic Tiles : Water absorption is less than 0.5%
- Natural Stones : Water absorption is 0.01% to 0.8%

Modern construction practices require efficient, time-saving solutions, and tile adhesive offers ease of application, faster setting times, and compatibility with a wide range of tile materials and substrates. Additionally, advancements in tile adhesive formulations enhance water resistance, making them essential for wet areas such as bathrooms and kitchens, thereby contributing to the overall longevity and integrity of tiled installations, traffic, and can be used on a variety of surfaces, including interior and exterior walls, floors, and timber substrates.



## ADHESIVES CLASSIFICATION

Standard parameters as per **EN12004** for which tile adhesives are tested to and are classified as per their performance and results.

Tile Adhesives are classified in three basic categories:

**C** - Cementitious Adhesive | **D** - Dispersion Adhesives | **R** - Reactive Resin Adhesives

Each type of adhesive can have additional characteristics, which can fall under the following classes:

- 1** - Normal Adhesive - Tensile Strength is  $\geq 0.5 \text{ N/mm}^2$
- 2** - Improved Adhesive - Tensile Strength is  $\geq 1.0 \text{ N/mm}^2$

**F** - Fast Setting / Drying Adhesive which sets within 20 minutes

**T** - Vertical Slip Resistance of  $\leq 0.5 \text{ mm}$

**E** - Adhesive with Extended Open Time of more than 30 minutes

**S1** - Deformable Characteristics of  $> 2.5 \text{ MM}$  and  $< 5 \text{ MM}$

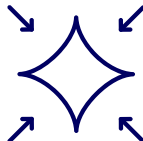
**S2** - Highly Deformable Characteristics of  $> 5 \text{ MM}$



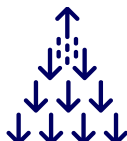
## THE "RUBY" ADVANTAGE



**HIGH  
STRENGTH**



**NO  
SHRINKAGE**



**HIGH SAG  
RESISTANCE**



**EXTENDED  
OPEN TIME**



**ZERO  
WASTAGE**



**COST & TIME  
EFFECTIVE**

# AARTILE

Cement Based Tile Adhesive for Vitrified & Ceramic Tiles

**AARTILE** is a high-quality cement based tile adhesive designed for vitrified and ceramic tiles for both indoor and outdoor applications. It ensures excellent bonding for ceramic and vitrified tiles, including tile-on-tile applications. Ideal for internal walls and floors. It meets international standards (EN 12004 classification C1T) and conforms to IS 15477:2019 (Type 2). Perfect for durable and reliable tile installations.



40 KGS. BAG



1.2 - 1.5 kg. Per Sq. Mtr.  
Per MM Bed Thickness



EN12004  
**C1T**



IS15477 : 2019  
**TYPE 2**



GREY

# AARSET

High Quality Cement Based Tile Adhesive

**AARSET** is a high quality cement based tile adhesive which is manufactured to meet compliance standard classification of C2T as per EN12004. It is a non-slip tile adhesive. It is a ready to use product and only water needs to be added. Maximum bed thickness recommended is up to 10 MM by using notched trowel. It is suitable for fixing ceramic and medium sized vitrified Tiles on Wall and Floor for both indoor and outdoor applications.



25 KGS. BAG



1.2 - 1.5 kg. Per Sq. Mtr.  
Per MM Bed Thickness



EN12004  
**C2T**



IS15477 : 2019  
**TYPE 3T**



GREY

# AARFIX

High Performance Flexible Tile Adhesive

**AARFIX** is a high performance flexible tile adhesive which is manufactured to meet compliance standard classification of C2TE as per EN12004. It is a non-slip tile adhesive with extended open time. It is a ready to use product and only water needs to be added. Maximum bed thickness recommended is up to 10 MM by using notched trowel. It is suitable for fixing Natural Stones and Vitrified Tiles on Wall and Floor for both indoor and outdoor applications. It can be used in places where high performance is required such as swimming pools, industrial and heavy trafficable areas, etc.



25 KGS. BAG



1.2 - 1.5 kg. Per Sq. Mtr.  
Per MM Bed Thickness



EN12004  
**C2TE**



IS15477 : 2019  
**TYPE 3TE**



GREY  
WHITE

# AARFLEX

High Performance & Flexible Structural Tile Adhesive

**AARFLEX** is a high performance and flexible structural tile adhesive which is manufactured to meet compliance standard classification of C2TES1 as per EN12004. It is a deformable, non-slip tile adhesive with extended open time. It is a ready to use product and only water needs to be added. Maximum bed thickness recommended is up to 15 MM by using notched trowel. It is suitable for laying and fixing all types of thin and thick, ceramic, vitrified and porcelain tiles on wall and floor for both indoor and outdoor applications. It is also suitable for laying and fixing marbles and natural stones on wall and floor for both indoor and outdoor applications. It can be used in places where high performance is required such as swimming pools, industrial and heavy trafficable areas, facades, etc.



25 KGS. BAG



1.2 - 1.5 kg. Per Sq. Mtr.  
Per MM Bed Thickness



EN12004  
**C2TES1**



IS15477 : 2019  
**TYPE 4TES1**



GREY  
WHITE

# PUFLEX

Two - Component Polyurethane - Epoxy Hybrid Highly Flexible Tile Adhesive

**PUFLEX** is a two-component, polyurethane-epoxy hybrid adhesive offering exceptional flexibility and high performance. Engineered for versatile, thin-set applications, it is ideal for fixing a wide range of materials, including tiles, natural stones, composites, engineered/nano stones, metal, and glass tiles on both interior and exterior walls and floors and on any substrates such as cement, metal, epoxy/PU surfaces, drywall boards, rubber, PVC, plywood, wood derivatives, and highly deformable, expandable, absorbent, and non-absorbent surfaces. .



4 KGS.



16 - 20 Sq. Ft. / 4 Kgs.  
(1.5 MM Bed Thickness)



EN12004  
**R2T**



IS15477 : 2019  
**TYPE 5TS2**



WHITE



*Waterproofing Systems by*  
 **Ruby Chemicals™**  
Transcending Innovations

[www.rubychemicals.co](http://www.rubychemicals.co)



Waterproofing is the process of making an object or structure, waterproof or water-resistant so that, it remains relatively unaffected by water or resisting water ingress under specified conditions.

Waterproofing is a treatment you do or give to items, that make them resistant or impertinent to water. Waterproofing system provides protection to the structure from water ingress.

Waterproofing is the formation of an impervious barrier over surfaces of foundations, roofs, walls, and other structural members. The function of the impermeable barrier is to prevent water penetrations. The building surfaces are made water-resistant and sometimes waterproof.

Waterproofing is one of the behind-the-scenes items in construction that benefits everybody. Reports have shown that waterproofing only accounts for 1% of a building's construction costs but when ignored, it can be responsible for almost 90% of the damage.

Waterproofing in general is required at two stage of a building life cycle:

- New Construction
- Repairs and Restoration

For doing effective waterproofing, following golden rules need to function together hand-in-hand:

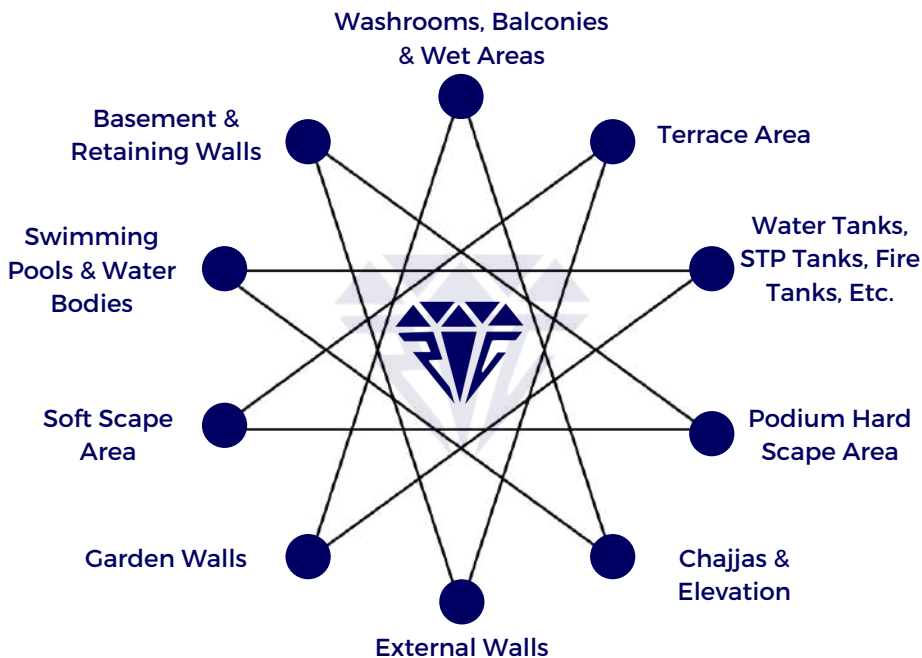
- ✓ Understanding of the site condition
- ✓ Tailor made system as per site conditions
- ✓ Correct waterproofing system & methodology
- ✓ Selection of the right material
- ✓ Proper surface preparation
- ✓ Workmanship by Skilled and Professional Labour
- ✓ Proper protection by end-user post-application

The most important aspect is to understand the technical detailing or methodology about how waterproofing should be done which will in-turn yield into effective results over a long period of time. The technical detailing should be combined with the right selection of chemicals to be applied which will give the best solution for waterproofing of the substrate.

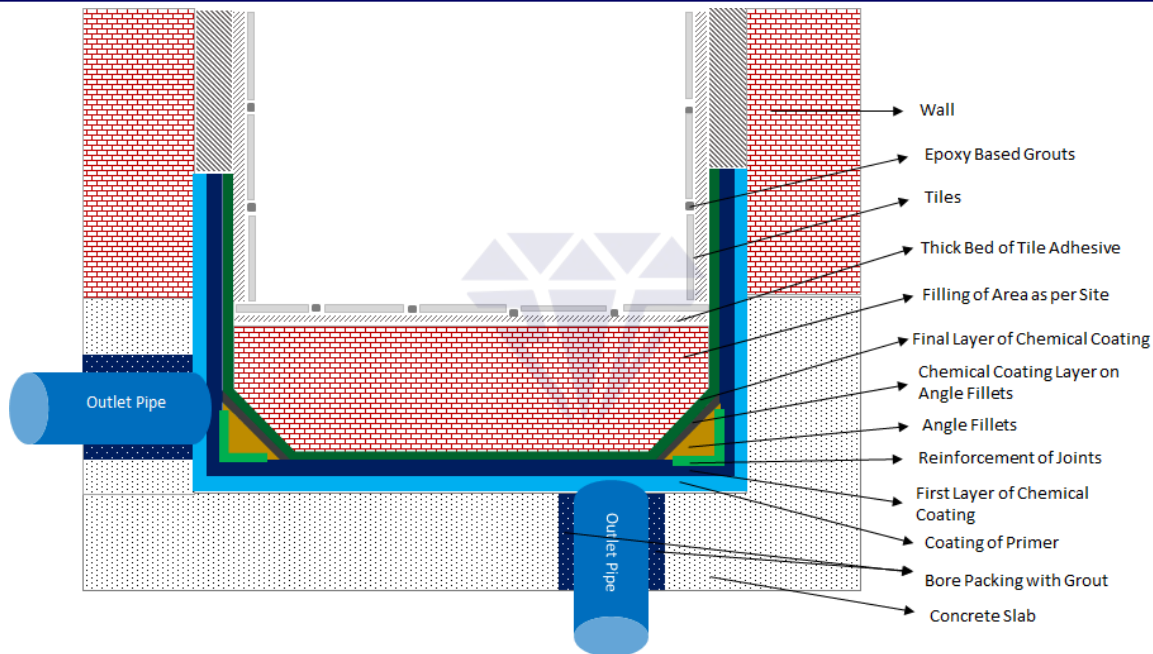
**\*Note:** The images given in the brochure are for basic understanding and on-site application procedure and methodology can differ on site-to-site basis.



# THE NEED OF WATERPROOFING



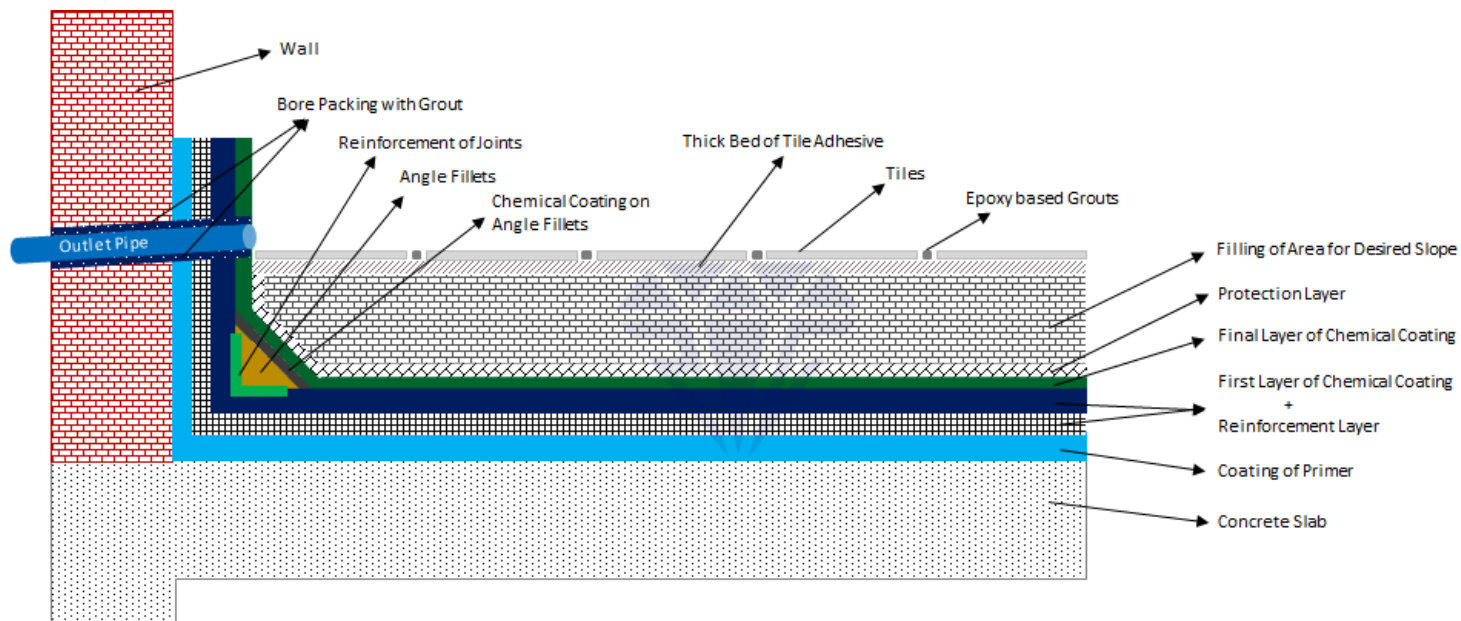
## WASHROOM, WET AREAS & BALCONY



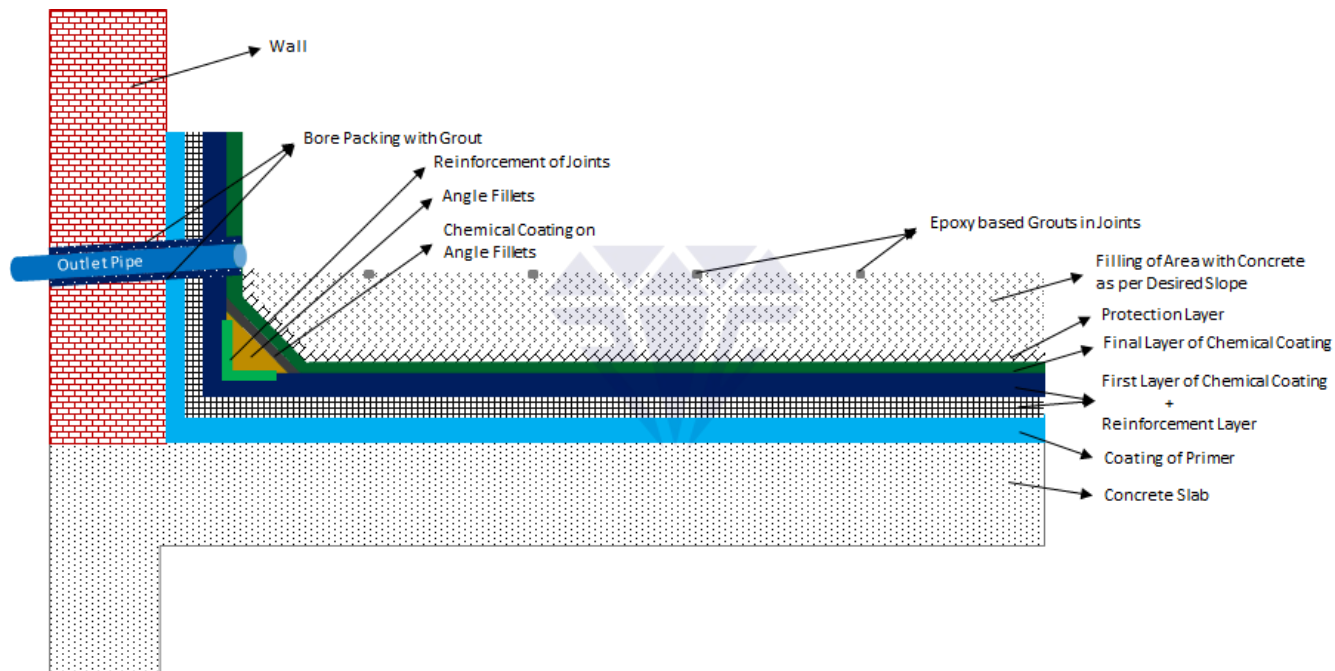




## TERRACE AREA

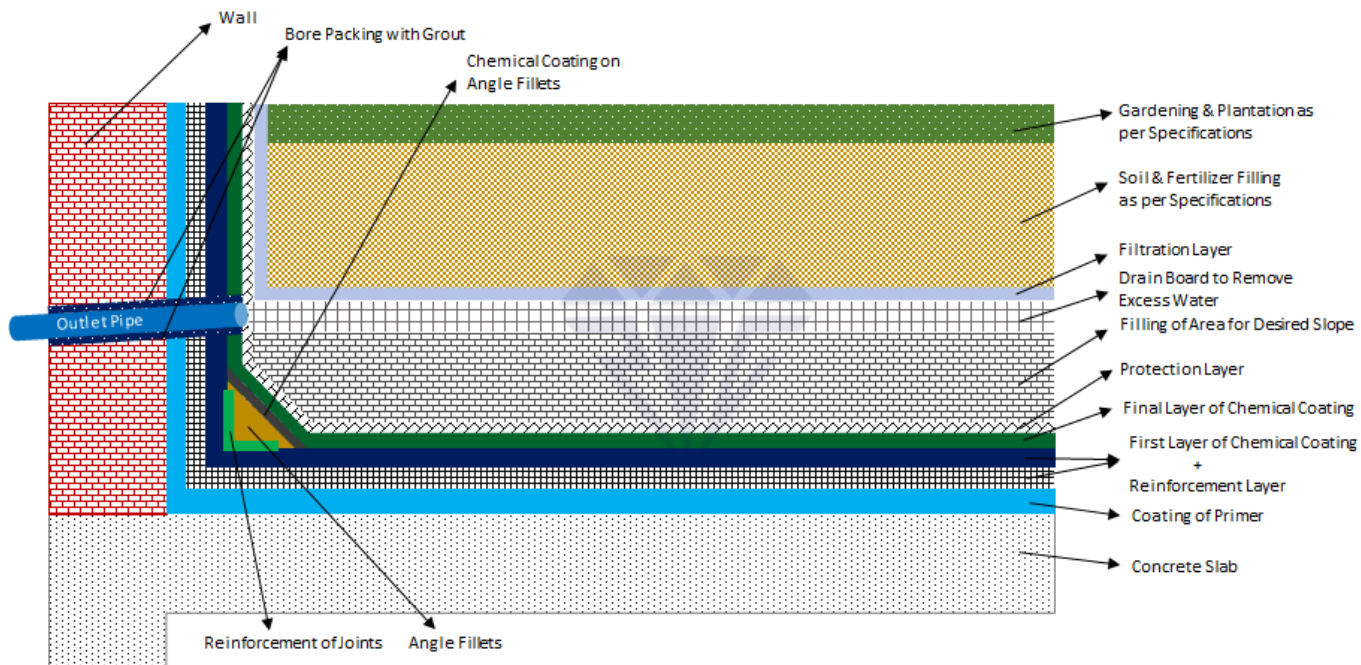


## PODIUM HARDSCAPE

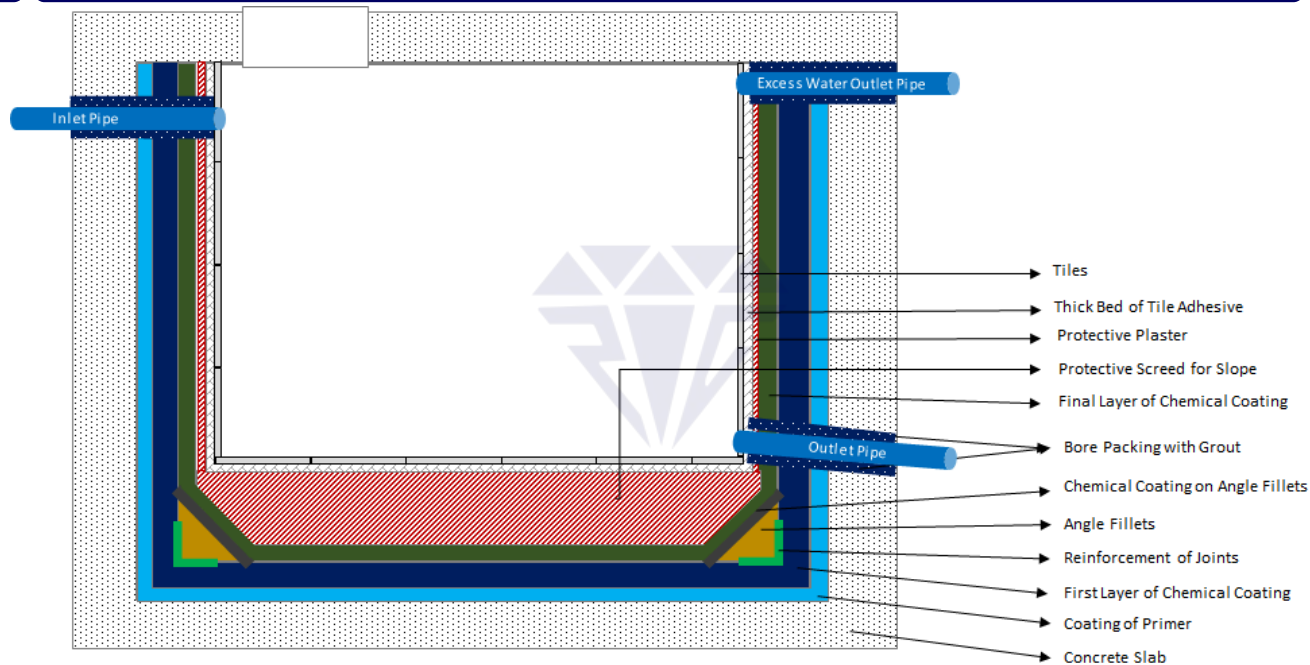




## PODIUM SOFT SCAPE AREA / TERRACE GARDEN AREA

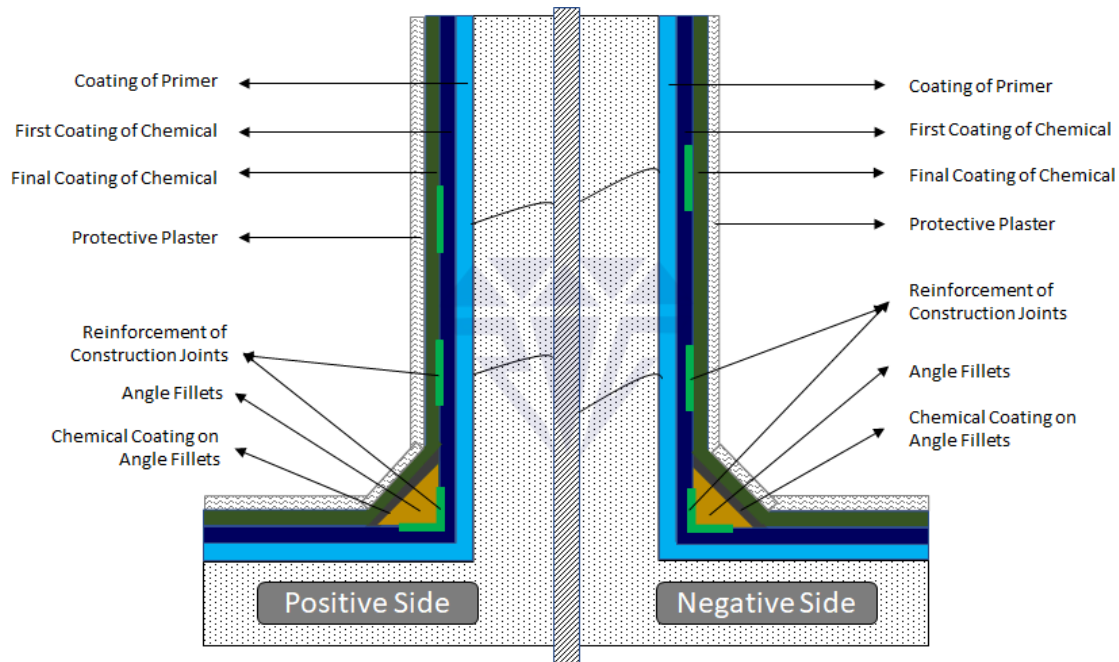


## WATER TANKS, FIRE TANKS, STPs, ETC.

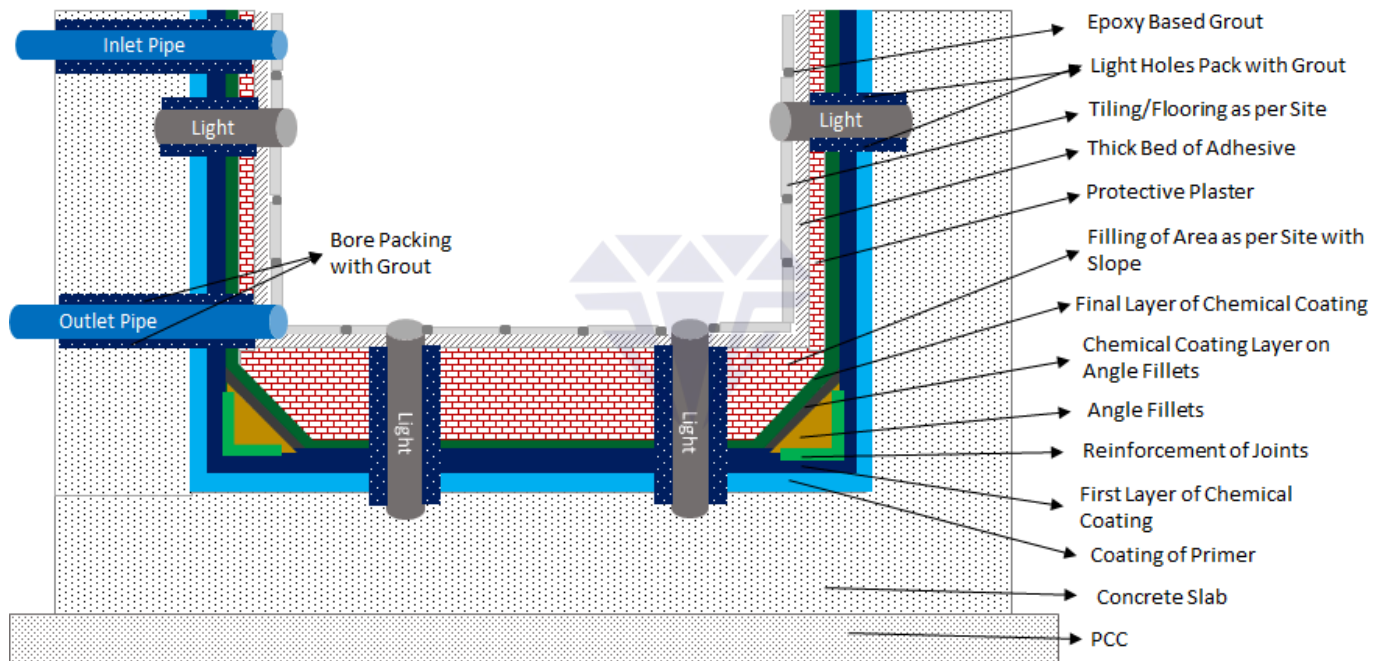


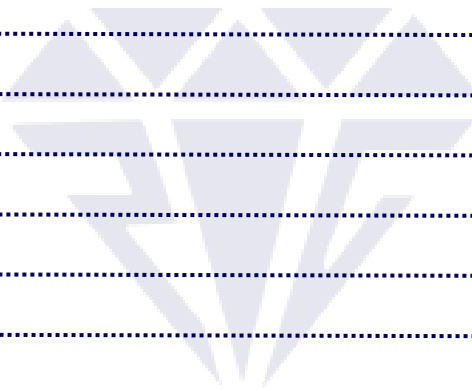


# BASEMENT & RETAINING WALLS



# SWIMMING POOLS, WATER BODIES, ETC.



**Disclaimer:**

*Although the technical details and recommendations contained in this product data sheet correspond the best of our knowledge and experience, all of the above information must, in every case, be taken as merely indicative and subject to confirmation after long-term practical application; for this reason, anyone who intends to use the product must ensure beforehand that it is suitable for the envisaged application. In every case, the user alone is fully responsible for any consequences deriving from the use of product. As the conditions under which the products are used or transported are beyond our control, the company does not assume any liability or consequential damage for unsatisfactory results arising from the use of our products. Coverage of the chemicals mentioned in above are subject to porosity of the substrate and are based on theoretical applications made under lab criteria and are subject to change as per application methods and on-site conditions.*



THE WATER PROOFERS  
WELFARE ASSOCIATION



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