



INNOVATIVE INTERIORS & EXTERIORS!



LUXTURE[®]

DECORCEN[®]
Stone Effects

www.luxture.com

TYPES OF OVERLAYS

WALL OVERLAYS

Since Wall overlays can be applied to nearly any sound, properly prepared surface, the applications are wide-ranging. A few of the most popular include.

- Fireplace front
- Arched entryways
- Retaining walls
- Exterior walls
- Walls and partitions at parks and gardens
- Boundary walls
- Theme rooms in hotels and resorts



The biggest advantage of DECORCEM wall mix is its versatility in addition to their ability to be stamped or carved to look like real stone, brick or slate. DECORCEM wall-mix can be work out with an ease of lot of open time and permits to work up to 60 mm thickness, they can be pigmented, stained or faux finished in just about any colour imaginable, whether you want to match the surrounding decor or replicate the natural colours of the materials they simulate. The effects depth can be varied, too, depending on the pattern or look desired.

DECORCEM also permit total flexibility in the size of individual units in the pattern, which can easily be customized to suit the dimensions of the wall. We can do more with DECORCEM overlay than natural stone because we can make the stone patterns any size and shape we want. The material takes the impression of stamps well and is easy to sculpt or carve. We can also work it around corners and fit it into narrow areas.

FLOOR OVERLAYS

Floor overlay can be applied during the period of pouring the fresh concrete or even over the property matured sound concrete. The application are wide ranging.

A few are

- Drive ways
- Parking Areas
- Jogging lanes
- Interior floor of rooms
- Porches
- Swimming pool areas
- Reception & waiting room of hotel lobbies



Floor overlays are highly dense & strong material available in many natural colours. The stamped floor mix are randomly coloured and make to look antique.

The floor mix is sprinkled over the freshly pored concreted. Which is then stamped to obtain the stone effects. Such stamped stones are then coloured randomly & made to look antique. The stamped floors are finally sealed for the long term protection.

Revolutionary new wall & floor overlay system



THE STAMPED CONCRETE

Our "Overlay System" is in a league of it's 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 enhance 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 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.

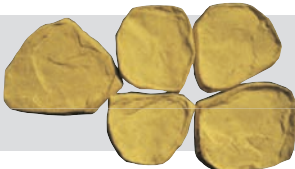
Easy to install on both interior and exterior surfaces.

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.



FINISH	LD001	
Thickness (mm)	20-25	
Applicable	Wall	

Customised colours are also available.



LD01-01-I-C01-02-05-08-11-W05

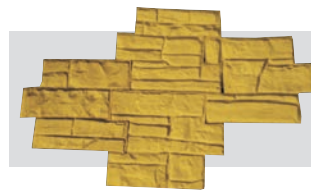


LD01-01-I-C08-11-15-W05

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



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

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



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

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



LD06-01-I-C03-W15



FINISH	LD006
Thickness (mm)	15-20
Applicable	Wall, Floor

Customised colours are also available.



LD06-01-I-C04-W05



LD06-01-I-C17-W07

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



FINISH	LD007
Thickness (mm)	4-15
Applicable	Floor

Customised colours are also available.

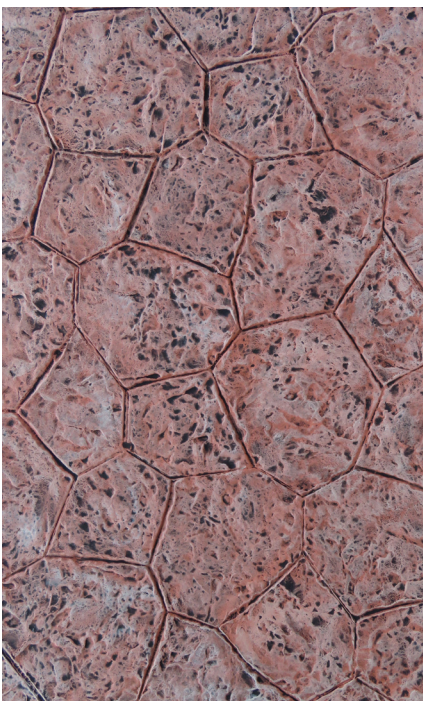



LD07-04-W02



LD07-10-W03

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



LD14-06-IA-W03

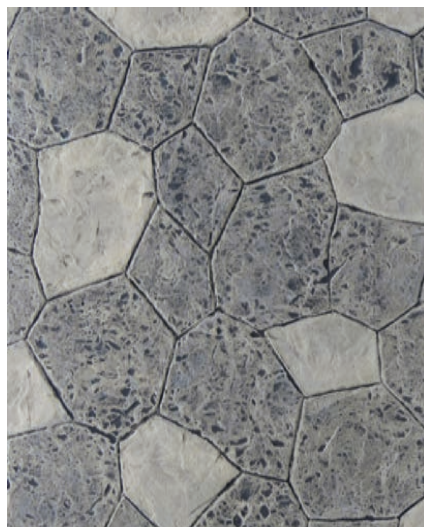


FINISH **LD0014**

Thickness (mm) 4-15

Applicable Floor

Customised colours are also available.



LD14-10-W03



LD14-09-WBR



FINISH	LD0015
Thickness (mm)	4-15
Applicable	Wall, Floor

Customised colours are also available.




LD15-01-I-C04-W05



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

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



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

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



FINISH	LD0018
Thickness (mm)	15-18
Applicable	Wall



Customised colours are also available.

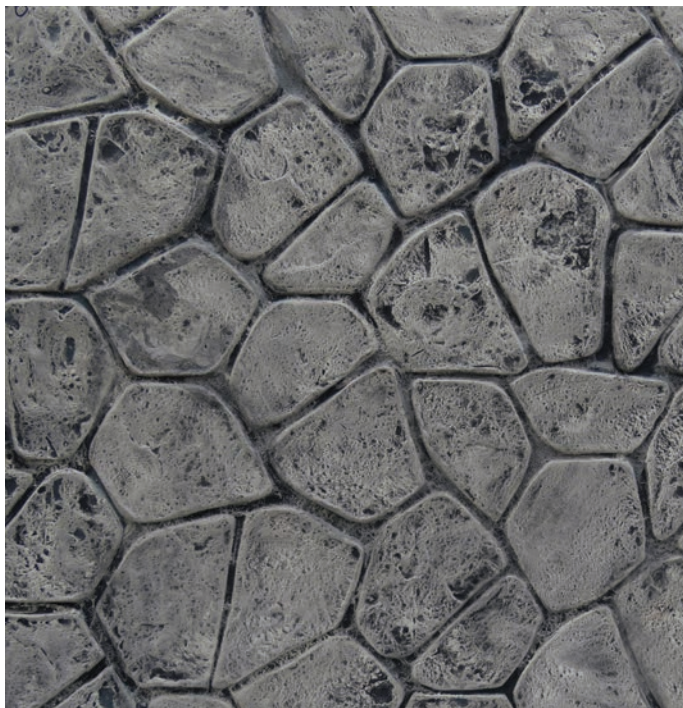


LD18-01-I-C01-02-16-W05

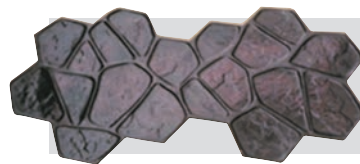


LD18-01-I-C10-W07

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



LD21-03-W03



FINISH **LD0021**

Thickness (mm) 4-15

Applicable Wall, Floor

Customised colours are also available.



LD21-W26-25



FINISH LD0022

Thickness (mm) 4-10

Applicable Wall, Floor

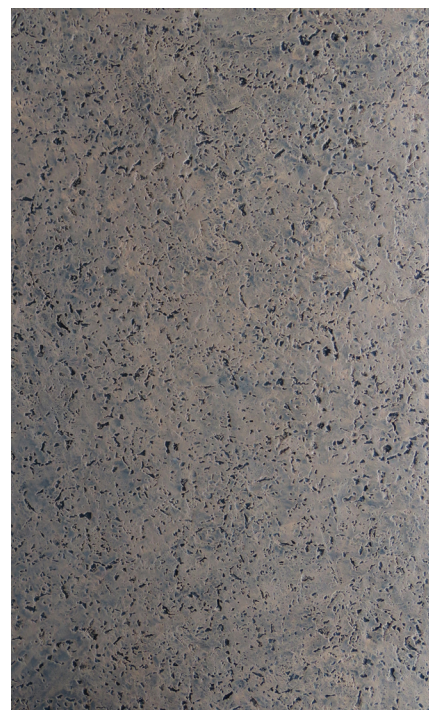
Customised colours are also available.



LD0032-05-10-IA-W07

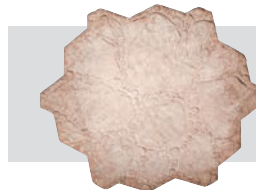
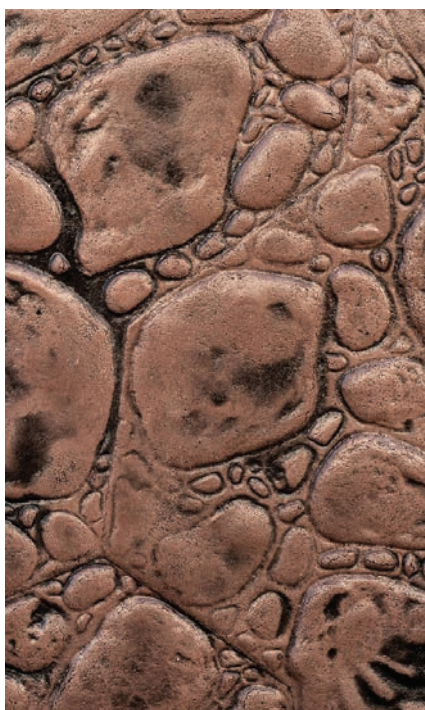


LD003-02-04-W05



LD0022-04-W03-C26

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



FINISH **LD0023**

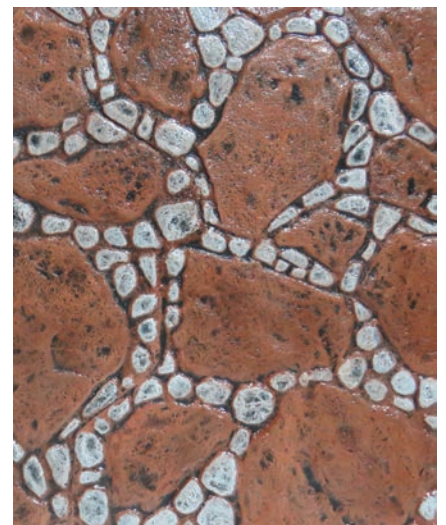
Thickness (mm) 4-15

Applicable Floor

Customised colours are also available.




LD23-06-C33-W03



LD23-06-C33-W05

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.

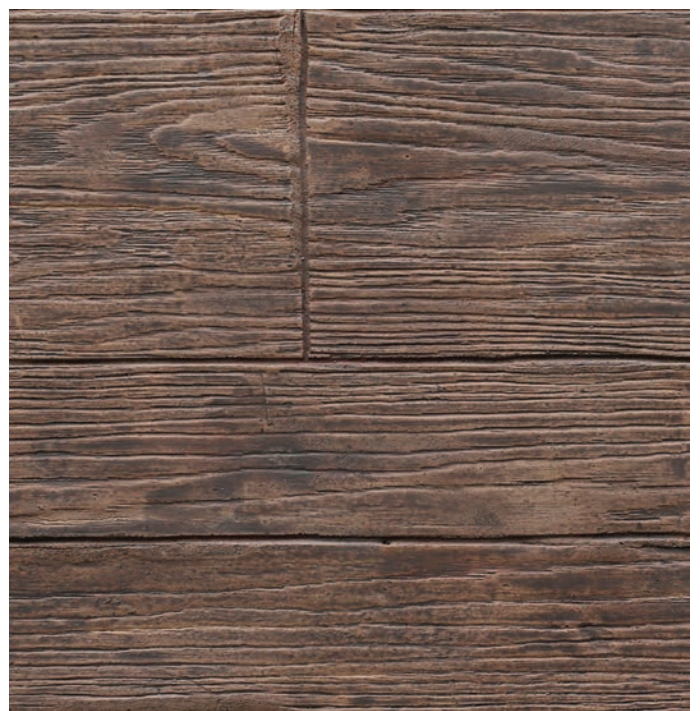


FINISH	LD0024	
Thickness (mm)	4-15	
Applicable	Wall, Floor	

Customised colours are also available.

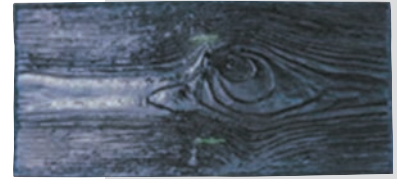


LD24-07-W05



LD24-04-W16

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



FINISH LD0026

Thickness (mm) 4-10

Applicable Wall, Floor

Customised colours are also available.



LD26-04-W26



LD26-07-W02



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 **LD0027**

Thickness (mm) 4-10

Applicable Wall, Floor



Customised colours are also available.



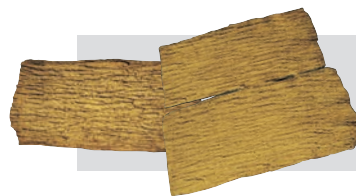
LD27-09-W03



LD27-10-C02-W03



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

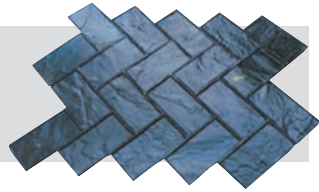


LD28-01-I-C20-26-W27

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



FINISH	LD0037
Thickness (mm)	4-15
Applicable	Wall, Floor



Customised colours are also available.



LD37-06-W03



LD37-03-W05



LD37-03-C02-05-08

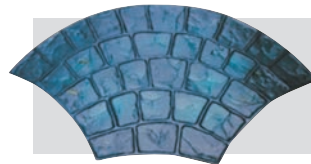


LD37-05-C08-W07

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



LD44-04-W26

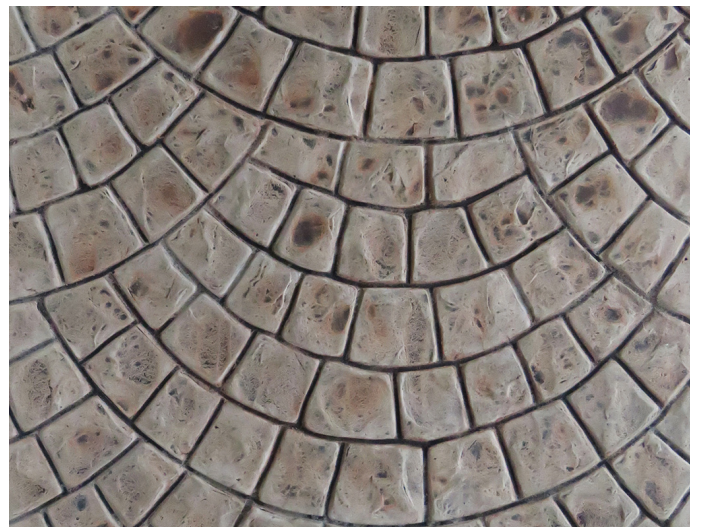


FINISH **LD0044**

Thickness (mm) 4-15

Applicable Floor

Customised colours are also available.

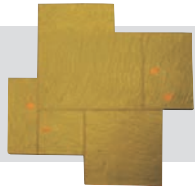


LD44-03-W05



FINISH	LD0045
Thickness (mm)	4-15
Applicable	Wall, Floor

Customised colours are also available.



LD45-06-W03



LD45-03-W03

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



LD46-10-C04-02-W03

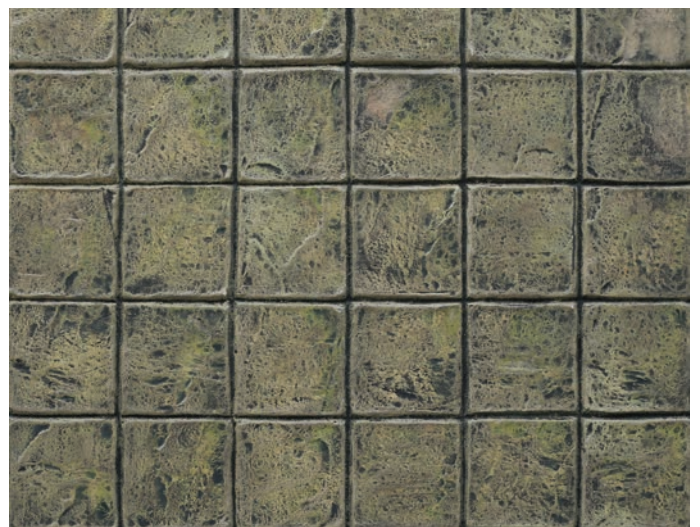


FINISH **LD0046**

Thickness (mm) 4-15

Applicable Wall, Floor

Customised colours are also available.

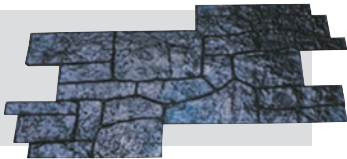


LD46-10-C04-W07

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



FINISH	LD0048
Thickness (mm)	4-15
Applicable	Wall, Floor



Customised colours are also available.



LD48-08-W25-26



LD48-03-W03

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



LD49-10-W31



FINISH	LD0049
Thickness (mm)	4-15
Applicable	Floor

Customised colours are also available.



LD49-07-C01-02-05-08-W03



LD49-04-W02

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



FINISH	LD0050
Thickness (mm)	4-15
Applicable	Wall, Floor



Customised colours are also available.



LD50-03-W12



LD50-10-W05

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



LD51-09-C33-W05



FINISH **LD0051**

Thickness (mm) 4-15

Applicable Wall, Floor

Customised colours are also available.



LD51-03-C05-09-W07



LD51-07-W12

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



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



Customised colours are also available.



LD52-04-W05-GMF



LD52-03-C02-W03

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



LD53-06-C26-33-W03



LD53-06-IW-09

FINISH	LD0053
Thickness (mm)	4-15
Applicable	Wall, Floor

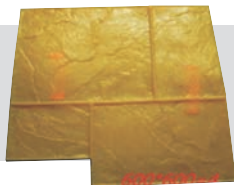
Customised colours are also available.





FINISH	LD0054
Thickness (mm)	4-15
Applicable	Wall, Floor

Customised colours are also available.

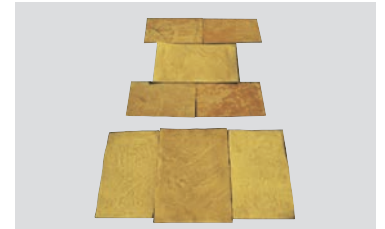


LD54-01-IA-C26-32-W03



LD54-05-IA-W05

Colours & artworks are indicative and may vary from the printed pictures. It is highly recommended to go through the actual samples before ordering.



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

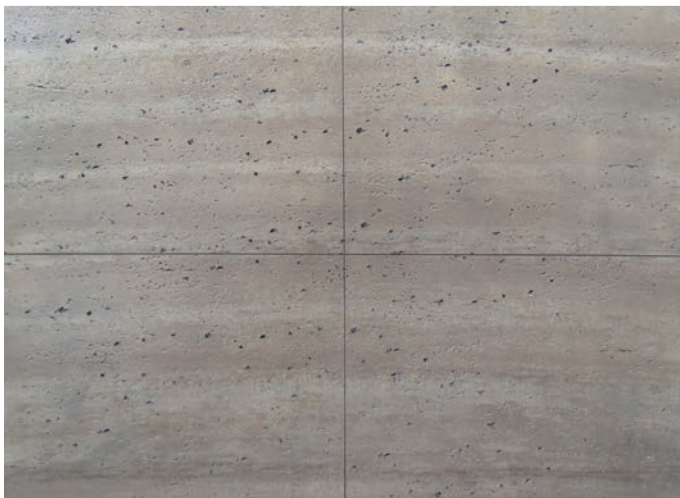


FINISH TRAVERTINO

Thickness (mm) 4-15

Applicable Wall

Customised colours are also available.



LD38A-03-33-08-W27



LD38A-03-33-08-33-W27



LD38A-03-33-08-27-W27



LD38A-03-33-08-07-W27



FINISH	BORDERS
Thickness (mm)	4-15
Applicable	Floor

Customised colours are also available.



LD102-02-W03



LD103-03-C01



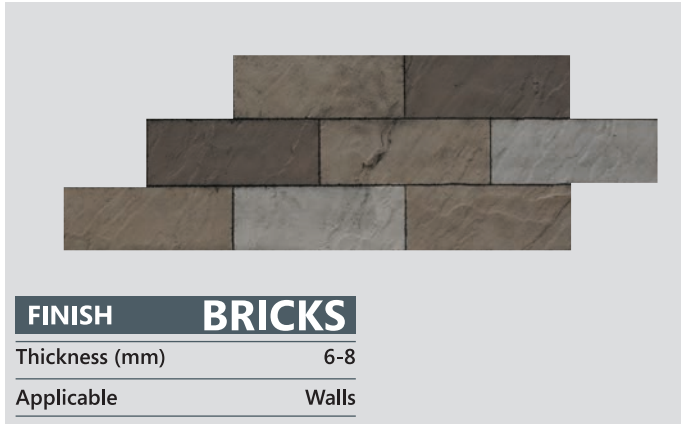
LD105-02-C03



LD105-06-CBR



LD104-07-W05



FINISH **BRICKS**

Thickness (mm)	6-8
Applicable	Walls

Customised colours are also available.



LD33-03-06-C14-25-W33



LD33-06-S-C25-26-W27



LD38B-03-06-C27-25-W33



LD33-03-06-C26-16-W30



LD34-06-S-C26-W15



LD37A-02-03-C10-18-W27



LD36-02-02-C25-W27



LD38A-02-10-C18-W27



LD33-03-07-C16-30-W30



LD22-02-04-C29-20-W27



LD22-03-09-C25



LD34-04-F-C29-20-W27

DECORCEM FIBER REINFORCED PLASTER

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

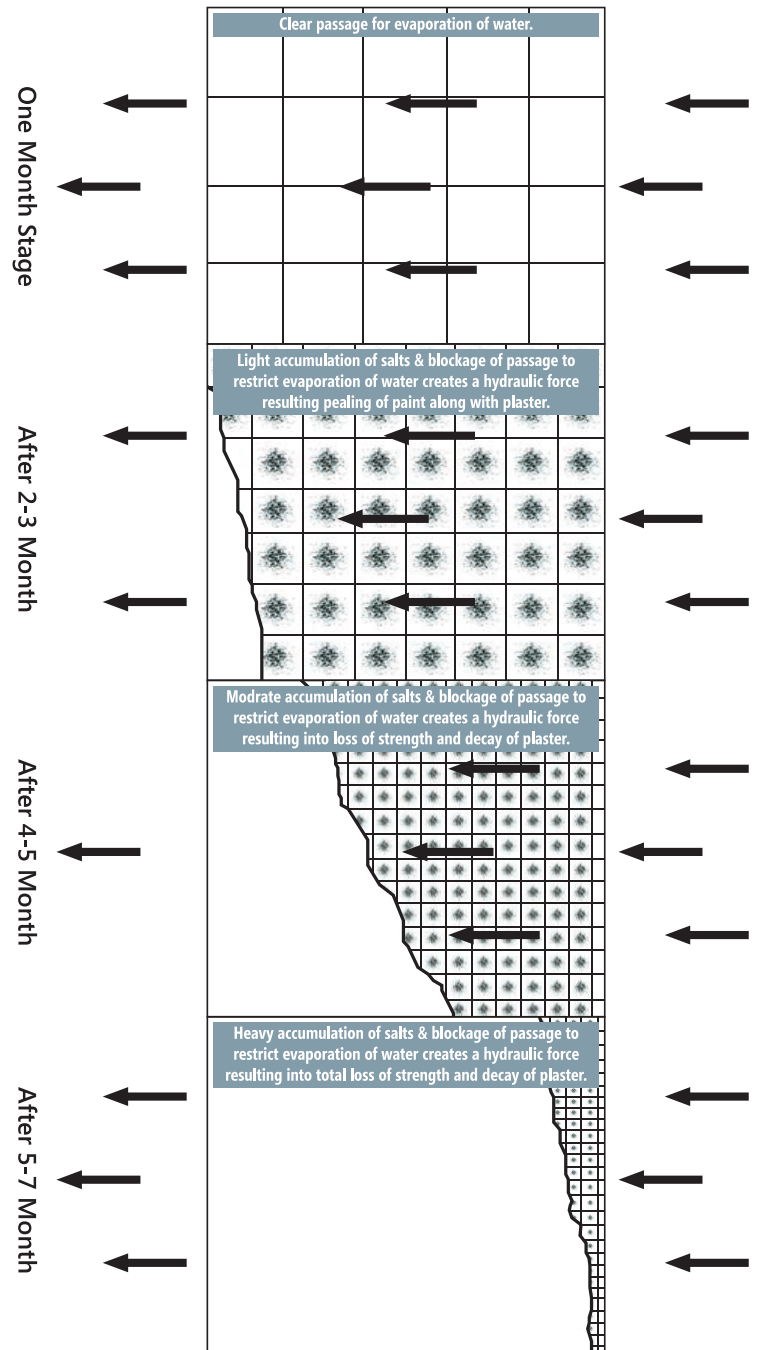
WATER VAPOUR OF SEAPAGE FROM GROUND LEVEL WATER & LEAKING OF PLUMBING JOINTS.

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



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

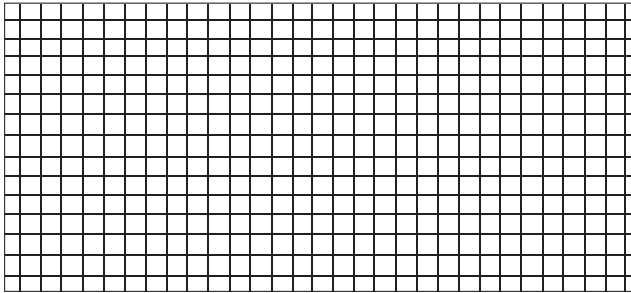
DECORCEM: Its a scientifically designed and
time tested formulation,
incorporates the graded sand, special
additives and polypropylene fibers.



NOTE: In the above illustration we can see the undissolved particles of calcium and magnesium salt and fluorides 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 continuous 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

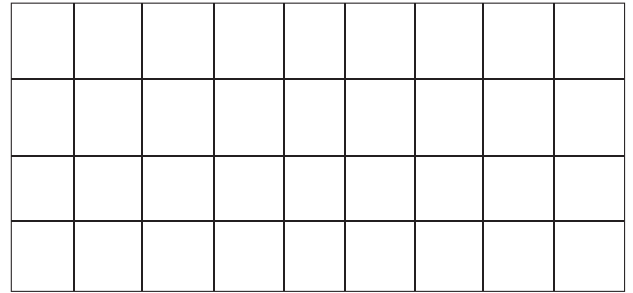
HOW DOES DECORCEM WORKS

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 in side the plaster. Over the Decorcem plasters, we use special colours which has a film in microns, unlike normal paints we can see the film looses 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.

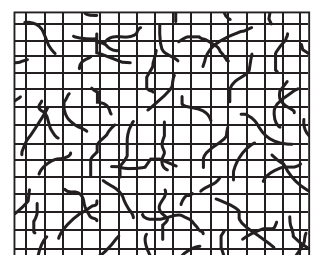
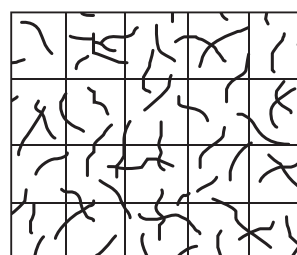
Decorcem plasters incorporate the fine and thick filaments of synthetic fibers, which form a web like structure inside the plaster. Such reinforcement increases the tensile strength of the plaster and eliminates the possibilities of cracks and peeling of due to seepages and weakening of mortar.

DECORCEM: 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



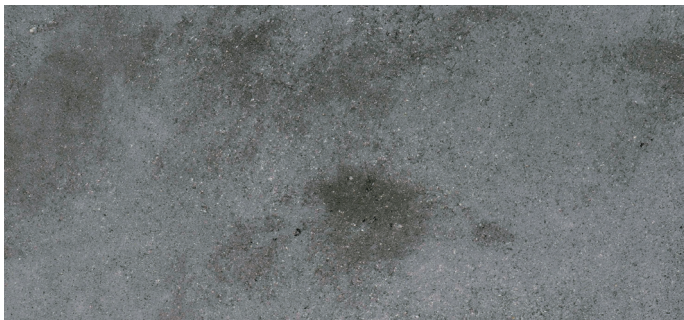
LIGHT GREY



DHOLPUR



SANDY



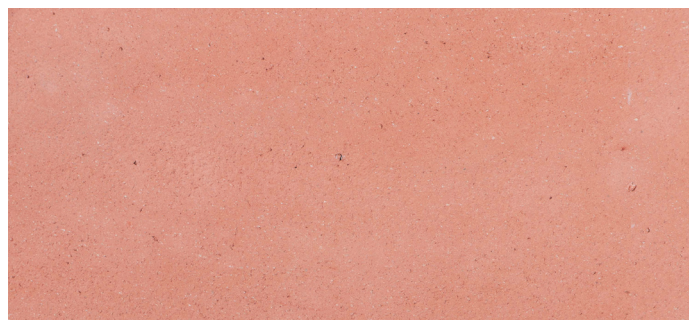
BLACK



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

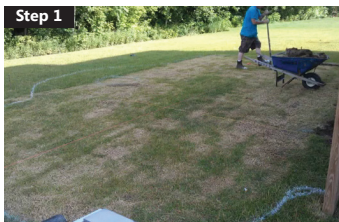


Step 11
Washing with colour to achieve
antique look



Step 12
Final view

APPLICATION PROCESS ON FLOOR



Step 1
Raw space



Step 2
PCC flooring



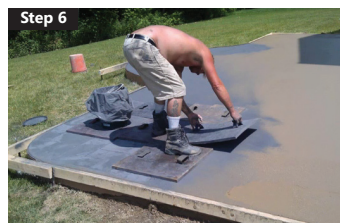
Step 3
PCC Leveling



Step 4
PCC finishing



Step 5
Sprinkling colour hardener



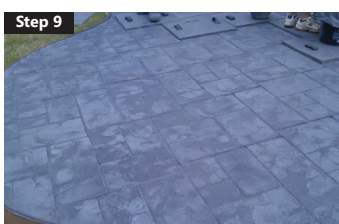
Step 6
Stamping



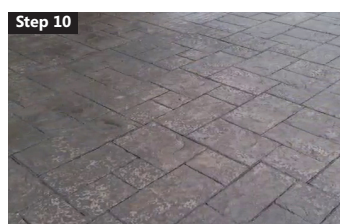
Step 7
Stamping



Step 8
Finishing stamping



Step 9
Final view of stamping



Step 10
Colouring or washing & eaching



Step 11
Final view after top coating

PROJECTS SHOWCASE

STEVE MADDEN - DUBAI MALL, DUBAI



LITTLE MANILA (AL MARIAH MALL, ABU DHABI)

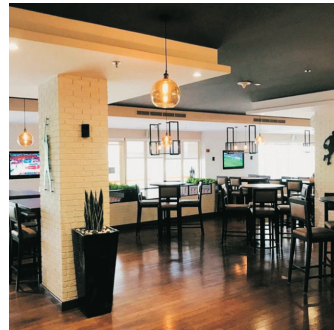


LED WORLD - AL QUOZ, DUBAI



PROJECTS SHOWCASE

STEVE MADDEN - DUBAI MALL, DUBAI



CAFE BROWN SUGAR, JAIPUR



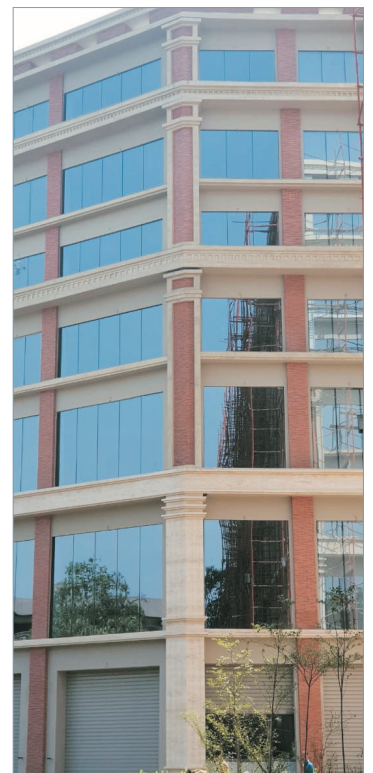
ISKON TOWER, AHMEDABAD



RF 49 DUBAI LAND, DUBAI



ROOVE VILLAGE (RAK UAE)



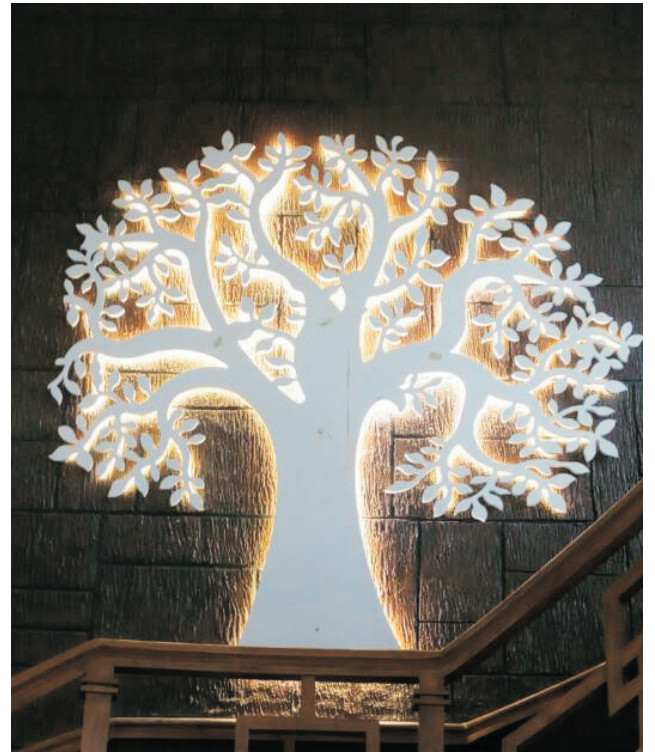
PROJECTS SHOWCASE



RUKHMANI HIGHTS LLP, RAJKOT



PRIVATE VILLA, NEW DELHI



WORLD SCHOOL, JHANSI



BURGER FARM, JAIPUR



FAQ

Why do people choose stamped concrete?

Decorative stamped concrete is appearing for many reasons. First, it's an economical alternative to pavers and natural stone, especially for applications such as patios, driveways, walkways, and pool decks. It also requires less maintenance than those materials because it has no joints where weed growth can occur. Adding to the value of stamped concrete is the material's longevity. Installed and maintained, stamped concrete will last for decades.

From an aesthetic standpoint, stamped concrete is hard to beat when it comes to pattern and colour options, which are virtually unlimited.

Does it look fake?

Stamped concrete looks very realistic because most stamping mats are moulded from the actual materials they are designed to replicate. To achieve natural-looking colour variations, such as you would see in real stone. We often use integral or dry-shake colour in conjunction with surface-applied colouring mediums. If anything, stamped concrete looks better than the real thing, because you won't get weed or moss growth in between the joints, and it won't rot or splinter.

Will it crack, and can it be repaired?

Stamped concrete is one of the most durable and long lasting paving materials available and is highly resistant to cracking when installed correctly.

Will the colour fade?

Efflorescence, weathering, dirt and traffic can take their toll on the colour stamped concrete. You can minimize any colour change by periodically cleaning and resealing the concrete. Even if the colour has faded due to years of neglect or lack

of maintenance, it can often be restored to its original state by cleaning and resealing.

Can stamped concrete go over my existing concrete?

Existing concrete that's in good condition can be covered with a stamped overlay, which will give you the same look as conventional stamped concrete. Stamped overlay can be used to upgrade the appearance of plain concrete driveways, patios walkways, pool decks and even interior floors.

Is it slippery?

Because stamped concrete is a textured surface, it is often more slip resistant than conventional concrete.

Is stamped concrete expensive?

Stamped concrete can be expensive, depending on the costs for materials and labour in your local market and the complexity of the job. But the old adage, For your initial investment outlay, you'll get a pavement that lasts longer and requires less maintenance than most other paving materials, which can add up to big savings over the pavement's lifetime. You'll also curb appeal and aesthetic value to your home, allowing you to maximize the return on your investment.

How long will stamped concrete last?

Like conventional concrete, stamped concrete will last for decades when properly installed and maintained, even when to harsh winter weather conditions. In some cases, stamped concrete can be even more durable than standard concrete, because of the colour hardener has been applied to the surface. We also apply a sealer to stamped concrete to protect it from wear abrasion and make it easier to maintain.





LUXTURE®



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