



LUXTURE'S

CONCRETE CONCEPTS

THE VISUAL CONCRETE

Luxture's
Concrete Facades

Luxture's®
CONCRETONE

EC EXPOSED
CONCRETE

Luxture's®
PolishedPlaster

LUXTURE'S FLOOR FASHION®
ADVANCE BUILDING MATERIAL

Introduction

While grey might be the first image that comes to mind when we think about concrete, allow us to help your mind's eye see a little further.

As a common material, concrete displays essential beauty, with the natural appearance of a calm-charm. The material has a soft feel, a rigid sense of warmth with cold and flu, so architects believe that this is a noble simplicity, seems to be simple, in fact, more than the magnificent effect. Most human culture have brought an aesthetic sense to their buildings, with concrete, going beyond simply providing shelter or any other function.

Redefining Aesthetics of Concrete

Concrete, of course, is a popular building material that creates a distinctive architectural style that is liked by many but a good impression can be spoiled if there are too many pores on what was supposed to be a smooth surface.

It's important to avoid pores in concrete. The material can behave unpredictably, which means the size and number of pores may vary, there can be overlapping joints, shuttering undulations and marks, which makes it worse.

If we overcome all these factors and develop working skills & techniques to control the behaviour of the concrete, it will help to achieve an architect's vision.

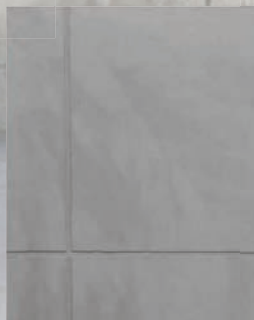
Meanwhile, the finishing techniques can be revolutionary & economical, to transform colours & visuals.



Trowel Marked



Rough Cast



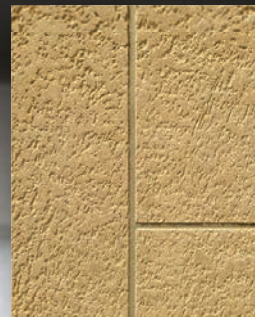
Smooth



Honey Combed



Travertino



Ceratex

Innovation and developments is a continuous process

We had already made our presence, felt in the year 2008 by introducing for the first time in India, the concept of decorative concrete with the brand DECORCEM (the stamped concrete).

Later we brought in LUXSTONE (manufactured stone veneers). Now we present "Luxture's Concrete Concept". We observed that the visual concrete can be used as a style element, especially in the luxury or prestigious sector of architecture, be it a single family house, hotel or a company headquarter. Whether it is the exterior, interior, bedroom, stair, washroom, living or dining room, visual concrete speaks a chic lifestyle.

Luxture's Concrete Concept (the visual or exposed concrete) is a new revolutionary building material which is applied with a thickness of 2 - 5 mm. LCC replicates like original concrete which can take on any shape and size, this is perfect and without undulation.

Luxture's Concrete Concept (LCC) is an effort to put into frame, the ideas of architects and designers to allow the concrete look fascinating and dramatic on walls, ceilings, floors and furniture, without compromising the rigidity and strength inherent in it.

Inspired by the aesthetic values of the concrete, our dedicated efforts have helped us to present it in various means and style, and to become an aesthetically powerful instrument. The fact that the tremendous acceptance is taking place in attitudes towards the use of this material is demonstrated by the innumerable new buildings being created across the world that reveals the outstanding structure and designing properties that concrete possesses.

Luxture's Concrete Concept is a modern concrete system comprising Nano cement, the hardest earthen material, polymer and special additives, modern technology, special tools and exemplary workmanship. This all together imparts our system a unique methodology to present concrete which is beautiful and withstands against the calamities of external weather.

The examples here show a multifaceted, often playful approach to this material in terms of building art, technique of construction and scientific research and its scope is by no means exhausted.

Indeed, LCC is strong and durable like a sound concrete.



Fox Effect



Orgento



Dune Cast



Moroccan Plaster



Wooden Plank



Wooden Plank No 1

Luxture's®

CONCRETONE



CONCRETONE is an urban range of concrete imitation plaster available in a wide range of colors. It's a low and high thickness micro fiber reinforced, nanocement, dispersed in on aqueous medium. It can be applied on new to existing walls of indoors and outdoors to give an appearance of fresh to antique concrete specifically in contemporary projects.

It enables designers to create a concrete aesthetic where it would not normally be possible, and at a fraction of the cost of using the traditional material.

CONCRETONE an aqueous mixture of nanocement that can adhere to almost all types of absorbent surfaces like concrete walls, mdf, wood, gypsum boards or the fiber cement board.

Product form: Available in paste form

Colors: Available in a base color, **CONCRETONE** can be tinted to obtain desired color.

Field of application: **CONCRETONE** is an ideal solution for those who desire or create a wall or substrate mimic like original concrete that to without ugly joints and undulations. Concretone is available in a standard base color of cement which can be tinted to obtain various options of colors of earth tone.

CONCRETONE is suitable for indoor and outdoor walls application of any building. The material replicates like concrete and this stands unaffected under the extreme weather conditions for the years to come.

Dough preparation: **CONCRETONE** is a paster material which can be diluted with drinkable water to obtain a flowable paste.



LUXTURE'S CONCRETE FACADES (LCF)

It's the first structured low & high thickness micro fiber reinforced nano cement for interior and exterior walls and floors. Thanks to its physical and chemical characteristics.

Luxture's Concrete Facades (LCF) is classified by our customers as a revolutionary product of very high performance & easy to apply.

Product description: Luxture's Concrete Facades (LCF) is a new generation structural nano cement with premixed natural mineral powders, micro fibers and special additives. The mixture allows excellent adhesion on all type of absorbent surfaces.

Product Form: Dry powder.

Colours: Luxture's Concrete Facades (LCF) dry nano cement based material is available in 4 standard colours Light tone, Mid tone, Dark tone and Black tone.

Field of application: Luxture's Concrete Facades (LCF) is an ideal solution for those who do not like joints, because it allows to create continuous surfaces on internal and external without joints. Its extra ordinary features makes it ideal for both horizontal and vertical surfaces such as new and existing walls, floors, bathroom, shower stalls, tables and tops of kitchen, to give space to your ideas without interruption and in just 3-4 mm thick, easy to clean & quick to make.

Dough preparation: Luxture's Concrete Facades (LCF) nano cement is mixed with drinkable water by mechanical stirrer to obtain a homogeneous and lump free paste. The dough is workable for about 6 hours depending on the prevailing temperatures.



Luxture's®

PolishedPlaster



POLISHED PLASTER

PolishedPlaster is the first low and high thickness Nano cement based aqueous mixture of rare earth clays. The **PolishedPlaster** is a common term for the finishes of some plasters or the upgraded terms of traditional Italian plasters. The term covers the whole range of decorative cemented plasters from the very high polished venetian plasters to the rugged look of textured polished plasters.

PolishedPlaster is a two tone plaster with satin to glossy looks, and the outcome of the aesthetics very much depends on the workers hard work in buffing, playing strokes and the method of application.

Product description: **PolishedPlaster** is an aqueous mixture of nano cement, microfibers, rare earth clays and special additives. **PolishedPlaster** can be applied on all types of absorbent surfaces and suitable for application on the indoor and outdoor walls of any building. **PolishedPlaster** outcomes with a two tone satin finish which is antique and mimics like an old concrete surface.

Product form: Viscous Paste.

Colour: available in a base colour of cement, can be tinted to obtain various earthy colours.



Field of application: Suitable for indoor and outdoor walls of any building to achieve a two tone satin cementitious polished plaster look. Bespoke effects can also be achieved using the stencils of your choice, it is like creating tattoos on the walls to make them live and complement your décor while reflecting the individuality and sophisticated life style of the house owners. Inspired by our visually rich culture, these decorative stencils give new meaning to familiar yet ornate motifs that are part of our everyday life. Celebrate the timeless beauty of our culture with our ornamental range of stencils.

CEMENTO Decorative Micro Cement Topping

LUXTURE'S FLOOR FASHION®
ADVANCE BUILDING MATERIAL



CEMENTO:

A blend of polymer, microcement, high performance additive & a complete methodology to create seamless, joint free, micro decorative concrete finish specially designed to decorate and renovate interior floors and objects such as furniture, kitchen platform & shower stalls. CEMENTO is available with unbeatable features which makes it ideal to enrich the decorum of your dream house.

Features:

- For walls & floors
- High-end performance
- Green building material
- Faster application
- Suitable for high traffic areas.
- Suitable for interior application
- Available in many colours
- Stain resistant, water & chemical resistant
- Can be applied on furniture, table tops, washroom, kitchen platform

Project Gallery



LED World (Dubai)



Anthurium Digital Workspace (Delhi)



LED World (Dubai)



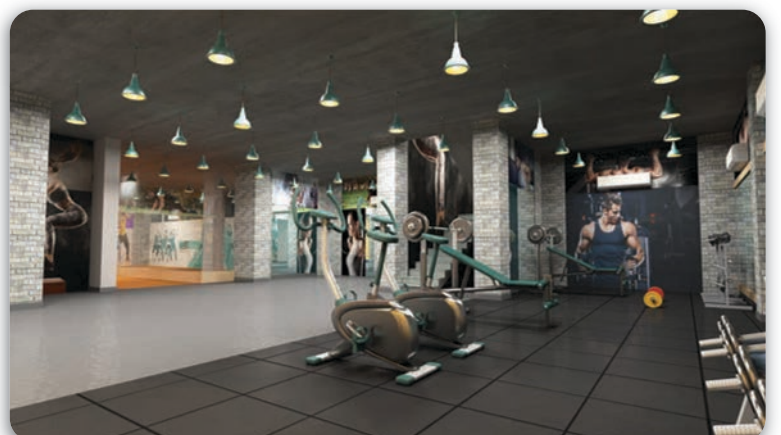
I - Spa (Dubai)



I - Spa, Durban (South Africa)



Reebok (PAN India)



Al Ain Clube (UAE)

Project Gallery



Shemrock School (Delhi)



Shemford School (Gurugram)



Shekh's Majlis, Ras Al Khaimah (UAE)



Harley Davidson (Imphal)



United Colors of Benetton (Jaipur)



Bespoke, Al Quoz (Dubai)



The St. Regis Resort (Mauritius)

Project Gallery



Adidas Dubai Mall (UAE)



Apple Green (Rajkot)



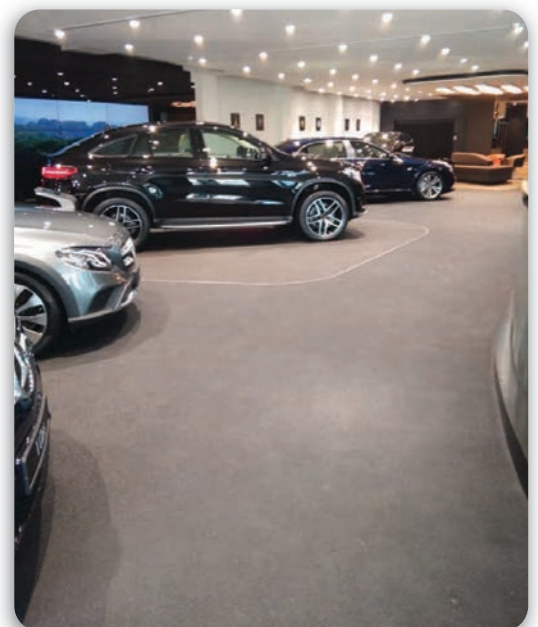
Adidas Store (Saudi Arabia)



Adidas Store Munar Mall (UAE)



Birla Farm House Bannerghatta Forest (Bangalore)



Mercedes (Delhi)

Project Gallery



Cherry Hill IT (Bangalore)



I Square (Ahmedabad)



Silver Radiance (Ahmedabad)



Corporate Office, JSW Jindal (Gurugram)



Backer's Kitchen, Jumeirah (UAE)



32 Mile Stone (Gurugram)



Corporate Office

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