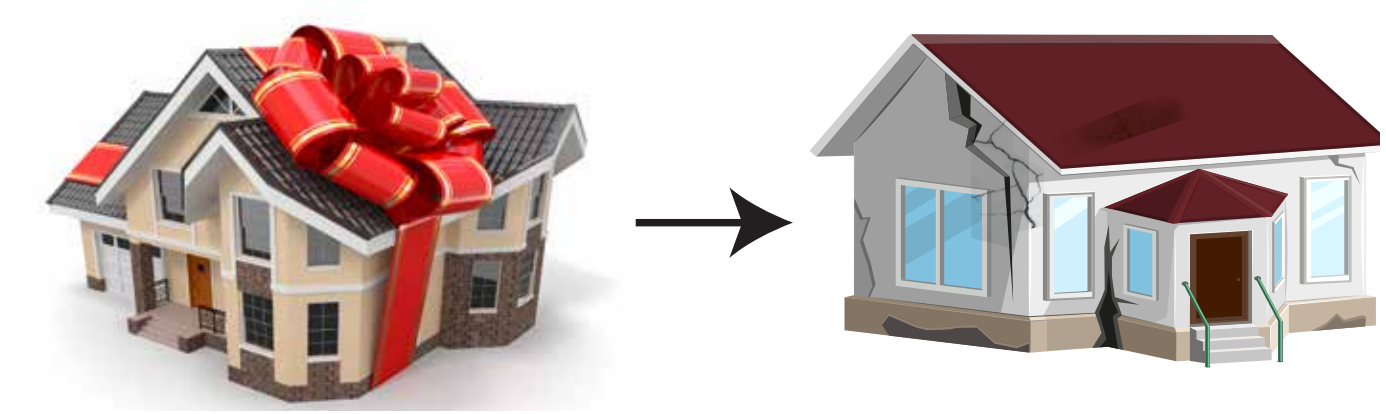
DR. FIXIT®
WATERPROOFING EXPERT

5 POINT WATERPROOFING

Pidilite

WHY SHOULD I DO **WATERPROOFING** WHILE CONSTRUCTING A NEW HOUSE?

Who wouldn't want their home to always remain Leakfree for life?
But leakage starts finding its way into the home through cracks within a few years of construction



This happens in modern days due to:

- **Lowering quality** of material and labour available for construction
- **Climatic changes** resulting into extreme weather conditions
- **Fast speed** of construction, resulting into lower time for curing

You spend so much money and effort on beautiful interiors and paint of your home.....
Do you really want your new home to have the following problems?

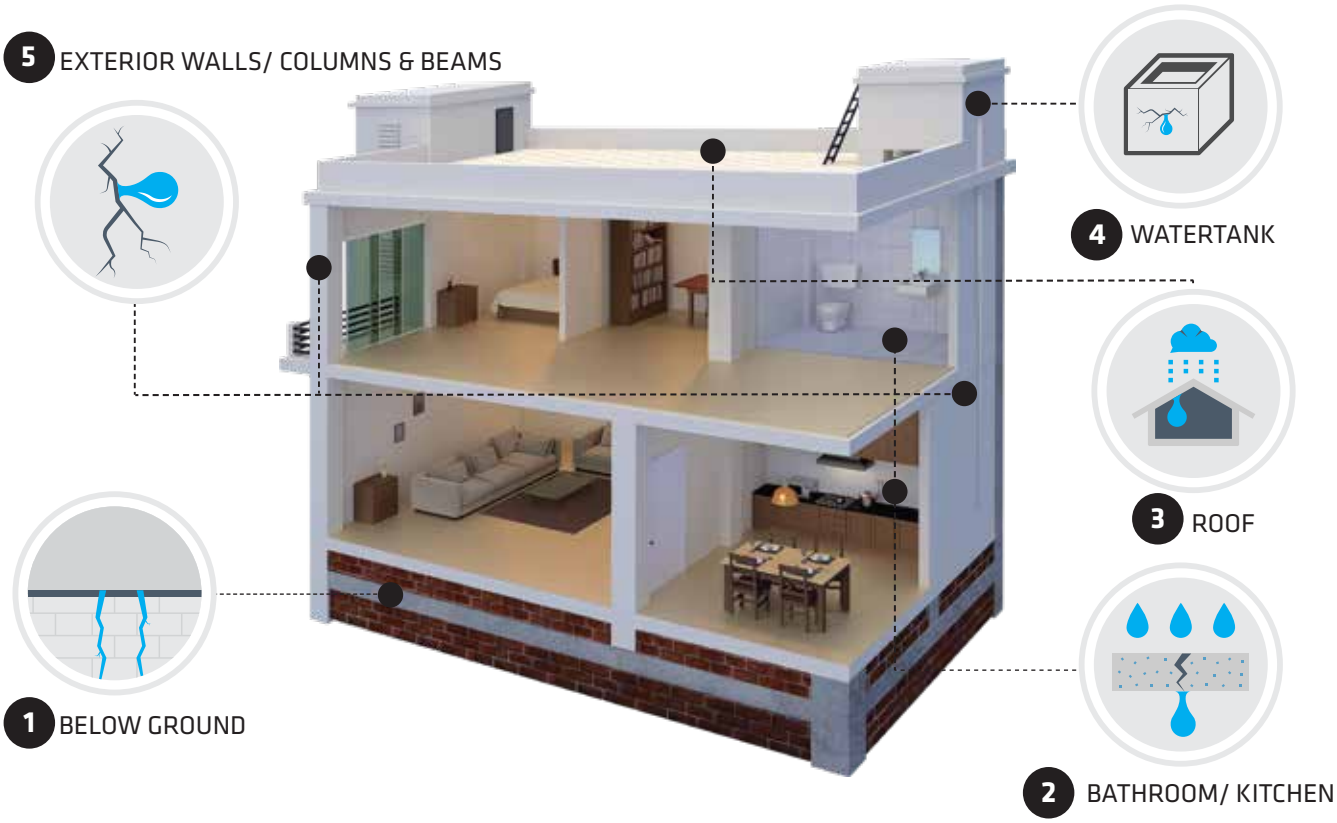
Internal Wall Dampness	Leakage from ceiling	Paint peeling off	Steel Rods corrosion
			

Why not spend a little on waterproofing at this stage?

Remember, Invest NOW or incur 4X cost later in repairing your home!

WHERE SHOULD I DO
WATERPROOFING?

There are five water entry points in any house and each one of them needs to be addressed.



Your house will be fully protected only when all 5 water points are waterproofed –

1. **Below ground** – Water rises from the Foundation & Underground tanks and damages internal walls

2. **Bathroom/ Kitchen** – Exposed to water 365 days/ year, causes seepage and peeling of paint

3. **Roof** – Temperature changes and wear & tear cause cracks, leading to water leakage and dampness

4. **Water Tank** – Exposed to water 365 days/ year, causes leakage and damages your interiors

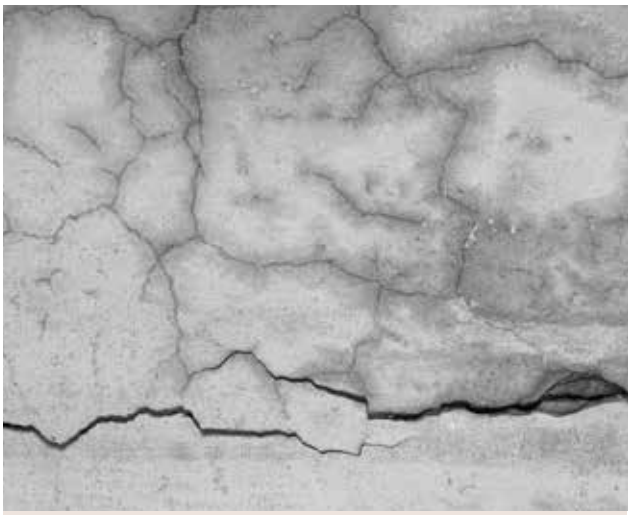
5. **Exterior Walls/ Columns & Beams** – Temperature changes cause cracks, leading to damp patches. Corrosion of steel rods in Columns & Beams weakens the overall structure.

Remember to Waterproof all 5 water entry points for a Leakfree Home!

HOW SHOULD I DO COMPLETE **WATERPROOFING?**

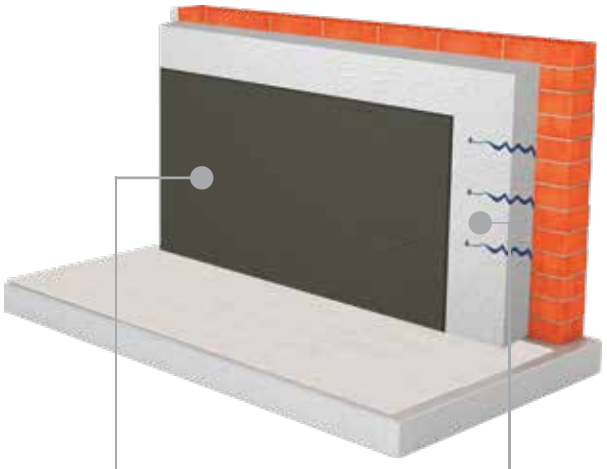
Environmental factors lead to cracks, despite using right material & practices.

SHRINKAGE CRACKS
- Naturally develop in cement structures
- Provide passage for water seepage
- Lead to corrosion of steel bars and weakening of structure



THERMAL CRACKS
- Naturally caused by thermal expansion-contraction in slabs and walls
- Provide passage for water leakage
- Lead to damp patches and peeling of paint

COMPLETE WATERPROOFING SOLVES THE 2 PROBLEMS THROUGH 2 ACTIONS:



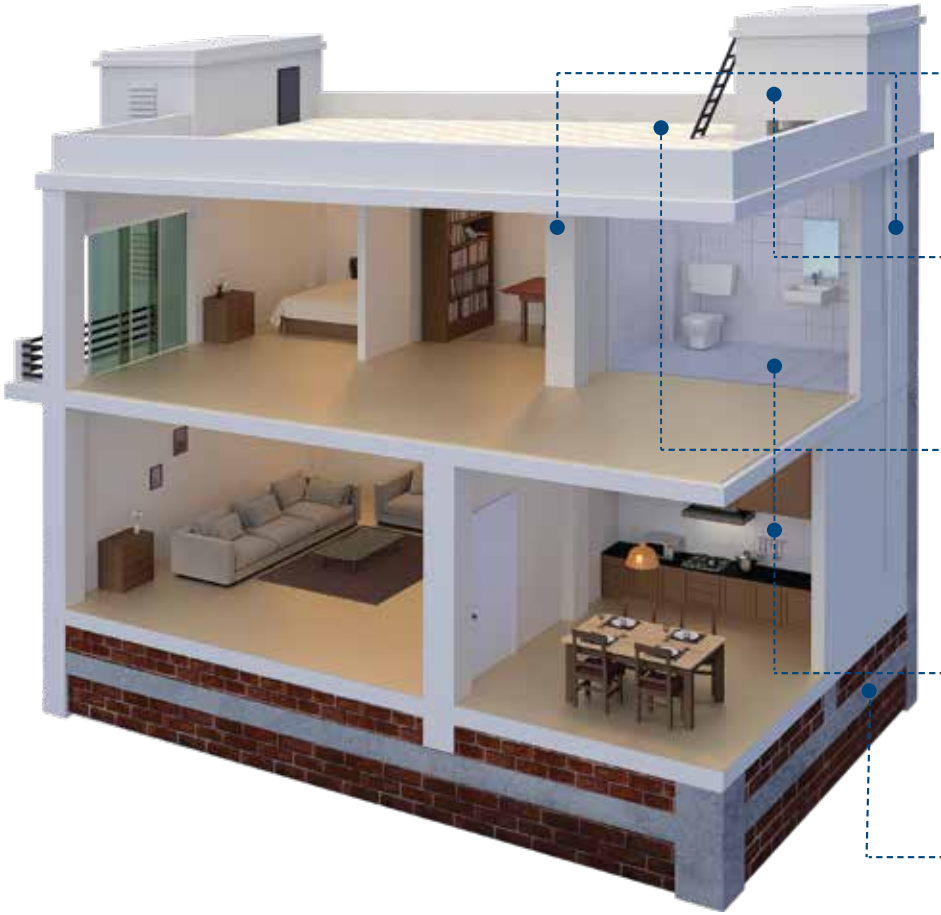
LAYER WATERPROOFING
Applied as a coating

- Covers Thermal Cracks
- Prevents entry of water

INTEGRAL WATERPROOFING
Mixed in Cement

- Reduces Shrinkage Cracks
- Increases strength of structure
- Resists corrosion of steel bars

DR. FIXIT 5-POINT WATERPROOFING SOLUTION FOR A NEW HOUSE



5 EXTERIOR WALLS

INTEGRAL	Dr. Fixit LW+
LAYER	Dr. Fixit Raincoat

4 WATERTANK

INTEGRAL	Dr. Fixit LW+
LAYER	Dr. Fixit Pidifin 2K

3 ROOF

INTEGRAL	LAYER	ROOF <1500 Sqft	ROOF 1500-2500 Sqft	ROOF >2500 Sqft
DR. FIXIT LW+	Undercoat	Dr. Fixit URP	Dr. Fixit Pidifin 2K	Dr. Fixit Fastflex
	Topcoat	Dr. Fixit Newcoat Ezee	Dr. Fixit Newcoat Ezee	Dr. Fixit Newcoat

2 BATHROOM/KITCHEN

INTEGRAL	Dr. Fixit LW+
LAYER	Dr. Fixit Pidifin 2K

1 BELOW GROUND

INTEGRAL	Dr. Fixit LW+
LAYER	Dr. Fixit Bitufix

	House with Roof <1500 sqft	House with Roof 1500-2500 sqft	House with Roof >2500 sqft
Material Cost (In Rs.)*	55,000	1,20,000	2,80,000
Labour Cost (In Rs.)**	25,000	52,000	95,000

*Cost is basis MRP and average sizes of roof | **Approx. cost only (may vary basis regional locations)

Scan me

1800 209 5504 | info.drfixit@pidilite.com | www.drfixit.co.in

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