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Adhesives-Our View

Epoxy



Loctite Tough/Rapid

Cyano-
acrylate



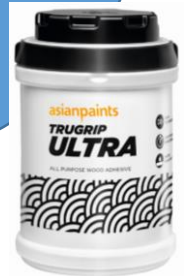
FlexEasy /Loc Quick

SR/Contact
Adhesive



TruGrip Xtreme

PVA

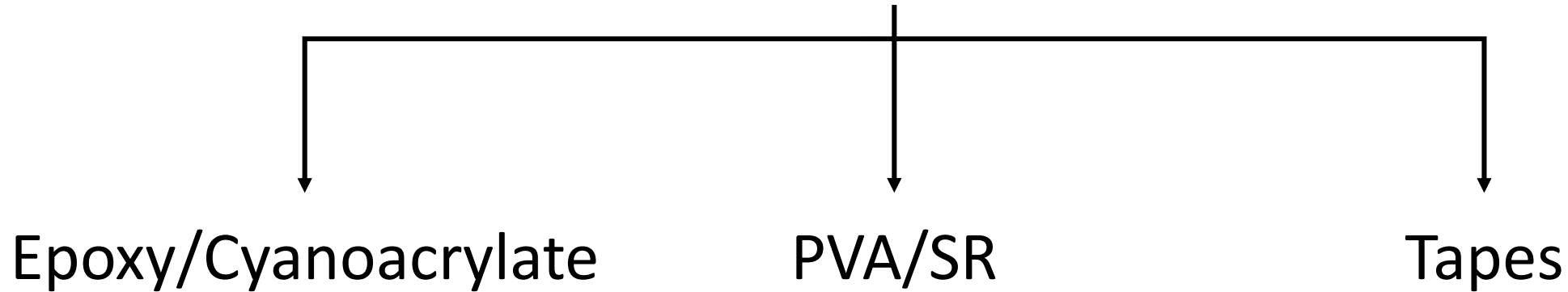


TruGrip Ultra

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AP Adhesive Product portfolio

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LOCTITE®

TRUGRIP

TRUGRIP

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Asian Paints TruGrip Ultra



PVA – Poly Vinyl Acetate

Category Snapshot



Product Understanding

- It is a water based synthetic resin
- Also known as wood glue

Applications:

- bond variety of **wooden substrates**
- Additionally used in book binding, paper packaging and paper sizing applications, fabric stiffening and die masking in textiles

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PVA-Poly Vinyl Acetate

Key Applications Substrates



Plywood



Laminates



Veneer



MDF

Finished Products

Door



Cupboard



And many more....

Bed



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Asian Paints TruGrip Ultra

Formulated with advanced



**NOVA
TECHNOLOGY**



***All Weather 3-in-1
wood adhesive***

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Asian Paints TruGrip Ultra

Key Attributes



Water Resistance

Maintains high bond strength even when exposed to water



Fast Drying

Dries quickly saving precious time and labor



High Initial Tack

High grab gives early handling strength and ease of pasting



Application Ease

Optimal viscosity makes it easy to spread over large surfaces



Heat Resistance

Resists high temperatures effectively without compromising bond strength

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Xtreme Key proposition

- High initial tack – quick drying
- High initial bond strength
- Superior long term durability
- BTX free with no harmful effects on applicator's health
- Heat resistance of 100 degrees



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SR-Market Construct for Xtreme

Competition

Carpentry

Product



Substrates



Ply



Laminate



PVC Tape

Focus on Carpentry Application

- Overlap with Channel for TG Ultra
- Overlap with existing carpenter set
- Higher WASP as compared to PVAs
- Major application for laminate pasting

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SR Comparison



<i>Physical char</i>	L	H	M	H
<i>Heat Resistance</i>	L	L	H	M
<i>Initial Tack (drying time)</i>	L	H	H	H
<i>Environment friendly</i>	L	H	L	H
<i>Long term bond strength</i>	L	L	H	H

Asian Paints TruGrip Ultra & Xtreme

Key Packs

TG Ultra – Pack Sizes	TG Xtreme – Pack Sizes
125 g	200 ml
250 g	500 ml
500 g	1 L
1 kg	4 L
2 kg	
5 kg	
10 kg	
20 kg	
50 kg	

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TRUGRIP
MASKING TAPES

TruGrip Masking Tapes Range



TruGrip Masking Tapes

Product Usage: for Painting and carpentry applications

SKUs: available in a variety of width and length inline with the applicator preference.



TruGrip Super Masking Tapes

Product Usage: for high strength requirements particularly while handling woodwork

SKUs: available in a variety of width and length inline with the applicator preference.

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Masking Tapes Variants

SKU Snapshot

SKUs available:

- *Width: 0.75 inch to 2 inch*
 - *0.75 inch – 8 pcs per Bundle*
 - *1 inch – 6 pcs per Bundle*
 - *1.5 inch – 4 pcs per Bundle*
 - *2 inch – 3 pcs per Bundle*
- *Lengths: 20 metre Length*
- *Carton configuration: 24 bundles per carton*

Thank You