

**SOLUTION FOR  
CONSTRUCTION**



A presentation for  
**APPLICATORS**

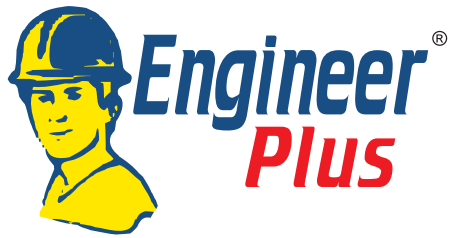


**SADEE<sup>®</sup>  
WORLD**

**WATERPROOFING & PAINT'S SUPER MART**

[www.sadeeworld.com](http://www.sadeeworld.com)

**ICO<sup>®</sup>**  
आईको Since 1991



# SOLUTION FOR CONSTRUCTION

## ABOUT US

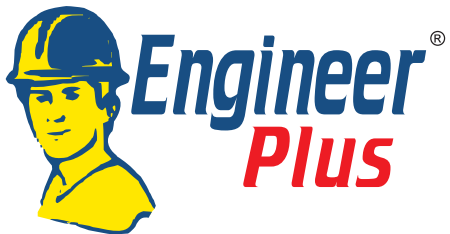
Sadee World is a market leader in manufacturing of world class Paint, Construction Waterproofing, Heat proofing and Cleaning chemicals. Sadee World is a well-equipped and well-experienced, ISO 9001:2008 certified company, involved expediently and successfully in the wide-range of Constructional Solutions. Our product WPC-99 has revolutionised the water proofing scenario in markets of central India and has become synonymous to water proofing to a large number of customer base. Through technology and innovation we enable our customers to meet their current and future needs.

Our products and solutions contribute to better life style and maintenance free house keeping. The company has attained its current stature due to the continuous endeavour of our team to maintain customer relationship and product quality.



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# SOLUTION FOR CONSTRUCTION

## OUR BUSINESS

Partnering the growth of India's construction industry for more than 22 years, ICO Technologies has reached a benchmark position in delivering innovative construction products and solutions. We produce and market groundbreaking, intelligent and reliable construction chemicals that make construction projects not only safer, but also stronger and environmentally viable.

### More Figures about our company :-

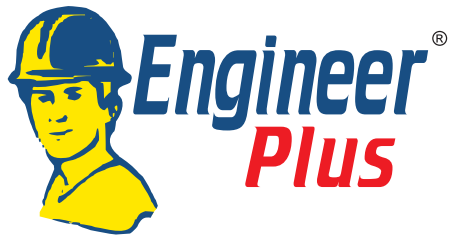
- We supply domain specific chemicals in bulk to the wholesalers which in turn supply these to the end-customers and buyers
- We enter into project partnership wherein we get into strategic collaboration with organizations and assist them in their construction endeavour with our products and services
- We also venture into contracts where we take on the complete task: whether it is an altogether new construction project or refurbishment of an existing structure. We ensure that the quality and the timelines are affirmed right from the initiation to completion of the work



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# SOLUTION FOR CONSTRUCTION

## OUR GOALS

### Our Mission

- To be the preeminent provider of superior construction material by consistently improving the quality of our product; to add value for clients through innovation, foresight and integrity.

### Our Vision

- Guided by our core operational values we aim to become a leader in the world of construction chemicals.

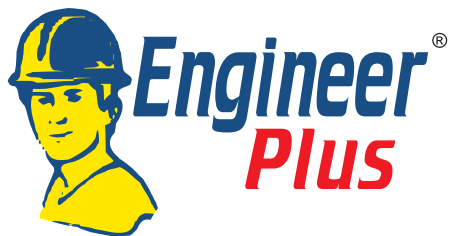
### Our Values

- **Continuous improvement/Kaizen:** Sadee World is committed to getting better every day in all it does, as individuals and as teams. By better understanding consumers' and customers' expectations and continuously working to innovate and improve products, services and processes.
- **Service & Stewardship:** Service before self signifies the proper ordering of priorities. The welfare of the customer comes before us. While the focus is on service to our customers, the idea also incorporates the concept of stewardship, of holding something of value for others.
- **Accountability:** We hold ourselves accountable for upholding the highest standard of work and for continuously improving our products and services. Our staff understands the importance of maintaining the highest of standards for all our clients.
- **Integrity:** Our success depends upon building relationships based on trust and respect. Sadee World insists that our actions, services and products reflect our highest values and principles setting an example of ethical conduct.



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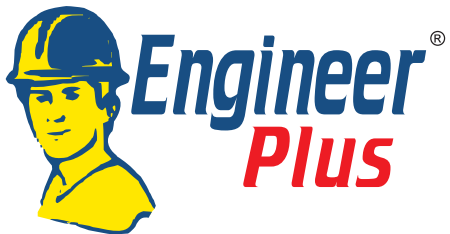
## OUR CREDENTIALS

	<b>IS:2645</b>  <b>CM/L : 8674396</b>		<b>Global Database</b> D-U-N-S NO.:91-624-3785  <b>Dun &amp; Bradstreet Corporation, USA</b>	
	<b>#startupindia</b>			<b>SABS</b> South African Bureau of Standards
				<b>Justdial</b>



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# SOLUTION FOR CONSTRUCTION

## OUR TECHNOLOGY AND R&D

- At Sadee World we believe in continuous improvement and our Research & Development plays a vital role in achieving it. Our company has continuously invested in R&D and we boast to have established a fully equipped, centrally air conditioned totally computerized laboratory in the heart of Indore city.
- Sadee World lab uses the best in class equipment and processes to develop reliable and economic products for you. Our Dedicated and highly qualified team is in continuous pursuit of excellence in updating knowledge, Skills and Technical Capabilities. The best practices followed at Sadee World lab have helped us over the years has helped us to set new milestones for ourselves.

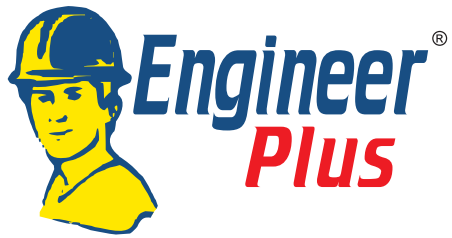
**The main pillars of our performance at Sadee World lab are:**

- Customer Oriented Approach.
- Dedicated Technical Team.
- Accurate and Reliable Results.
- Timely Output Realised Over the years.
- Sadee World lab continues its venture to create and improve our products to help us serve our customers better.
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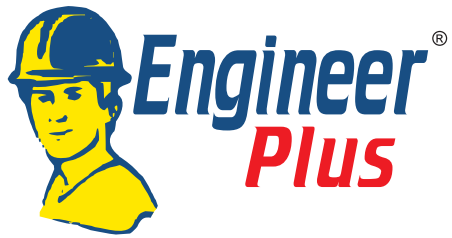
## OUR SOLUTIONS FOR PROFESSIONALS

- ◆ Waterproofing Compound
- ◆ Repair Mortar Additives
- ◆ Tile Fixing Additives
- ◆ Heatproofing Compound
- ◆ Putty & Primer
- ◆ Distemper & Varnishes
- ◆ Utensils Shiner
- ◆ Cleaning Solution & Grouts
- ◆ Silicon Water Repellent & Sealant
- ◆ Cement & Concrete Curing Compound
- ◆ Admixture for Ready Mix Concrete (RMC)
- ◆ Paints (Acrylic, Synthetic & Oil base)
- ◆ Adhesives & Sealants
- ◆ Cloth Kalaf (Starch)



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# SOLUTION FOR CONSTRUCTION

## OUR SOLUTIONS FOR CONSUMERS

- Terrace / Roof Waterproofing • Basement to top floor
- External Walls and Wall Joints • Bathroom & Sunken Portion
- Heat proofing (Bungalow & Buildings) • Roof/Terrace Garden
- Painting Solutions (Interior & Exterior) • Industrial Coatings
- Industrial Flooring (Epoxy & PU) • Tin & Asbestos Sheet
- FMCG Segment : Cleaner & Detergent, Kalaf, Utensils Shiner



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6 Layer Water Proofing of Flat RCC Surface (Terrace)				
Process	Application	Products	Dosage in KG	Coverage Area in SQFT
1	1 COAT	WAC	1	80
		ICS	1	
		Cement	2	
		TOTAL QTY	4	
2	1 Layer	Fiber Mesh Cloth	1 Roll	550 Sqft
3	3 COAT	WAC	1	35
		ICS	1	
		Cement	2	
		TOTAL QTY	4	
4	2 COAT	WPC	1	100
		ICS	1	
		TOTAL QTY	2	

(1) **WPC-99:** An amazing, powerful chemical to stop water leakage and dampness from cement concrete structure. High resistance to water, High mechanical strength, High scrub and impact resistance.

(2) **ICS-99:** Ready to use. Seal's immediately on contact with water. Effective crack sealing in concrete & masonry surfaces. Can stop the leaking of dripping water. Hardens instantly under continuous wet conditions.

(3) **WAC-99:** A highly concentrated latex emulsion with advance crack bridging technology for waterproofing applications as well as protective coating to cementations substances. WAC-99 is mixed with ICS-99 & cement in 1:1:2.5 by wt.

(4) **Fibre Mesh:** To strengthen & for reinforcement purpose. It is highly resistant to weather and sunlight. It is an elastomeric mesh, forms a very tough bond with subtract having good permeability rating. Resistant to high alkali, mild acids, sulphates, salts and carbon dioxide.

## 5 Layer Water Proofing of Asbestos Sheets / Tin Sheets

Process	Application	Products	Dosage in KG	Coverage Area in SQFT per coat
1	1 COAT	WAC	1	80
		ICS	1	
		Cement	2	
		TOTAL QTY	4	
2	1 Layer	GeoTextile Cloth	1 Roll	550 Sqft
3	3 COAT	WAC	1	35
		ICS	1	
		Cement	2	
		TOTAL QTY	4	
4	2 COAT	WPC	1	100
		ICS	1	
		TOTAL QTY	2	

(1) **WPC-99:** An amazing, powerful chemical to stop water leakage and dampness from cement concrete structure. High resistance to water, High mechanical strength, High scrub and impact resistance.

(2) **ICS-99:** Ready to use. Seal's immediately on contact with water. Effective crack sealing in concrete & masonry surfaces. Can stop the leaking of dripping water. Hardens instantly under continuous wet conditions.

(3) **WAC-99:** A highly concentrated latex emulsion with advance crack bridging technology for waterproofing applications as well as protective coating to cementations substances. WAC-99 is mixed with ICS-99 & cement in 1:1:2.5 by wt.

(4) **Geo Textile Cloth:** To strengthen & for reinforcement purpose. It is highly resistant to weather and sunlight. It is an elastomeric cloth, forms a very tough bond with subtract having good permeability rating. Resistant to high alkali, mild acids, sulphates, salts and carbon dioxide.

## 5 Layer Water Proofing of Verticals Walls Externally

Process	Application	Products	Dosage in KG	Coverage Area in SQFT
1	4 COAT	WAC	1	25
		ICS	1	
		Cement	2	
		TOTAL QTY	4	
2	2 COAT	WPC	1	100
		ICS	1	
		TOTAL QTY	2	

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(2) **ICS-99:** Ready to use. Seal's immediately on contact with water. Effective crack sealing in concrete & masonry surfaces. Can stop the leaking of dripping water. Hardens instantly under continuous wet conditions.

(3) **WAC-99:** A highly concentrated latex emulsion with advance crack bridging technology for waterproofing applications as well as protective coating to cementations substances. WAC-99 is mixed with ICS-99 & cement in 1:1:2.5 by wt.

## 3 layer Water Proofing of Water Tanks

Process	Application	Products	Dosage in KG	Coverage Area in SQFT per coat
1	3 COAT	URP 99	1	12
		CEMENT	1.5	
		TOTAL QTY	2.5	

(1) **URP 99:** Engineer Plus URP-99 is based on modified styrene butadiene latex supplied as a ready to use bonding agent in liquid consistency. It is used for repair of spoiled concrete – floors, columns, beams, chhajjas, slabs & waterproofing of toilets & bathrooms, small terraces etc. as it bonds strongly to old & new concrete and to plasters. It reduces shrinkage, prevents cracking, dust pick up & improves abrasion resistance.



## 3 Layer HEAT proofing of Roof Top

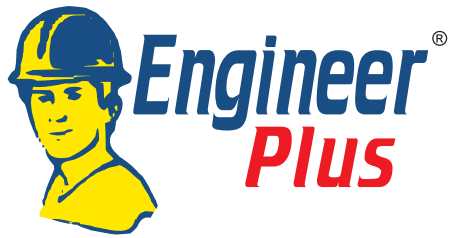
Process	Application	Products	Dosage in KG	Coverage Area in SQFT
1	3 COAT	HPC	1	15

(1) **HPC 99:** Engineer Plus HPC-99 is a heat reducing & 'Energy Saving' elastomeric coating composed of acrylic emulsion polymers, microspheres, properly selected & graded inert fillers, light fast & weather durable white pigments, additives & water as medium. It is used as a heat insulating coating on building rooftops & exterior walls because it helps in reducing power consumption substantially by reducing the load on air-conditioners & keeps the interiors cool with additional function of waterproofing.

Crack Filling Process				
Process	Application	Products	Dosage in KG	Coverage Area in SQFT
1	Upto 5 mm	URP	1	NA
		Cement	1.5	
		TOTAL QTY	2.5	
OR				
1	Upto 25 mm	PSS Resin	0.9	NA
		PSS Hardner	0.1	
		TOTAL QTY	1	

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You Can also use **WAC99 & Leakprime** also



# SOLUTION FOR CONSTRUCTION

Also Find at :      



## Now Enjoy the 8 year Warranty ICO CARE 6 Layers Application process.



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92291 82999, 98260 11056, Ph. : 0731 4979467

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