

Press Release

Nuvoco adds a touch of colour to industrial flooring with the first-ever 'Artiste Engrave' project in Baddi, HP *This also marks the introduction of a new colour to its Artiste range*

Chandigarh, December 18, 2019: Nuvoco Vistas Corp. Ltd., a leading building materials company, presented an innovative solution for industrial flooring that is not only durable; but also aesthetically appealing. Using its Artiste Engrave range of decorative concrete, Nuvoco provided a long-lasting and attractive alternative to a market that is primarily industrial in nature. This coincidentally marks the debut for Artiste Engrave in Baddi (Himachal Pradesh), which introduced the 'Muted Green' colour on the occasion.

Normally, the preferred solution for paving an industrial driveway is either with bituminous or paver blocks keeping in mind maintenance costs and durability constraints. Nuvoco recommended Artiste Engrave in a Brick Herringbone pattern with a combination of 'French Grey' and 'Muted Green' colours for the main driveway of Medicef Pharmaceuticals' factory and walkway area of its office building. Nuvoco's Artiste is a collection of decorative concrete for indoor and outdoor applications that combines freedom of design with low maintenance and high durability. Available in an array of vibrant colours, patterns and textures; Artiste is a stunning design material which also offers all the traditional advantages of concrete such as resilience and resistance to wear-and-tear.

Mr. Prashant Jha, Chief – Ready-Mix Concrete, Nuvoco, had to say this on the occasion, "It is never easy to break away from a traditional approach; more so when it pertains to industrial flooring, which have very specific requirements. In this instance, it was an approach road to a pharmaceutical manufacturing facility, which is bound by numerous constraints like safety and hygiene. Hence, our recommendation could not leave room for any error. We were confident that Artiste Engrave would be the perfect solution, as it would minimize dust accumulation; while also ranking high on the aesthetics front. We are delighted to have this project as our debut for Artiste Engrave in Himachal Pradesh, as it represents all that this range of products has to offer an industrial market."

About Nuvoco

Nuvoco Vistas Corp. Ltd. is a leading manufacturer and retailer of building materials with a vision to build a safer, smarter and more sustainable world. The company started operations in India in 1999 via acquisitions, and since then it has emerged as one of the major players in India. Today it offers a diversified business portfolio under three broad business segments, namely, Cement, Ready-Mix Concrete (RMX) and Expert Care Solution (ECS). Nuvoco is amongst one of the leading players in cement in East, Central and North India; offering high performance, premium, blended cement variants like Duraguard, Duraguard Microfiber, PSC, Concreto, and Infracem manufactured in its cement plants in Chhattisgarh, Haryana, Jharkhand, Rajasthan and West Bengal with an installed capacity of around 11.75 MTPA. It also offers Expert Care Solution (ECS) like construction chemicals, wall fill solutions, and cover blocks through its Zero M range of products. Nuvoco's RMX business has a pan-India presence offering specialised products like Agile, Artiste, XLite, InstaMix, and Robuste being proud contributors to landmark projects like Lodha World One, Amritsar Entry Gate, and the Metros (Delhi, Jaipur, Noida and Mumbai). Through its NABL-accredited Construction Development and Innovation Centre (CDIC) based in Mumbai, Nuvoco identifies latent gaps in the industry and offers customised solutions to its customers. Guided by the enduring principles of safety for its employees and responsibility for the community and environment; the company is charting its course to shape a new world.
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