

## **Dr. Fixit introduces Raincoat Cool- Cool Waterproof and Insulation coating**

*~ Safeguard the building exteriors throughout the year as it is thermal + waterproofing*

*~ Protects the building exterior from the harsh weather conditions of summer*

*~ Keeps the house cool during summers*

- A coating that offers waterproofing as well as insulation
- Keeps you cool in hot summers and saves electricity. Reduces the temp up to 8 degrees
- Accommodates surface elongation/contraction
- Substitutes the need for exterior paint
- Increases life expectancy of the exteriors.

**June 2015-**Dr. Fixit, the construction and the waterproofing expert, from the house of Pidilite Ind Ltd, announces the launch of **Dr. Fixit Raincoat Cool – a pioneering new product that provides waterproofing and insulation.**

The first such product available in the Indian market, the coating serves as a complete solution that prevents dampness and seepage and also keeps your house cool during the summers. Furthermore, it provides a superior sheen, substituting the need for exterior paint.

Dr. Fixit Raincoat Cool comes in pastel shades, enhancing the beauty of buildings, and is formulated to adapt to surface elongation and contraction. It is resistant to efflorescence and increases the life expectancy of a building's exteriors.

**Mr. Sanjay Bahadur Global CEO- Construction Chemicals Division, Pidilite Industries Ltd.** said, "Modern construction is susceptible to seepage in the monsoon. Premium exterior paints have very limited capability to withstand the lashing of the rain. What is required is a high performance coating. The specially-formulated **Dr. Fixit Raincoat Cool** provides complete waterproofing while at the same time its heat-deflecting properties keep the house cool."

Dr. Fixit will also provide a PREVIEW of your building in three different shade combinations which will help you pick the shade of your choice.

For proper and correct application of the product, Pidlite has trained Waterproofing applicators on the usage of these products. For further assistance end customers can call Dr. Fixit Advice Centre's toll free number for expert advice: **1800 209 5504** or mail at [info@drfixit.co.in](mailto:info@drfixit.co.in)

**About Pidilite Industries Ltd.**

**Pidilite Industries Limited** has been a pioneer in consumer and specialties chemicals in India. Over two-third of the company's sale come from products and segments it has pioneered in India. Its product range includes Adhesives and Sealants, Construction and Paint Chemicals, Automotive Chemicals, Art Materials, Industrial Adhesives, Industrial and Textile Resins and Organic Pigments and Preparations. Most of the products have been developed through strong in-house R&D. Pidilite is also growing its international presence through acquisitions and setting up manufacturing facilities and sales offices in important regions around the world. Fevicol is now the largest selling adhesives brand in Asia.

## Dr. Fixit introduces Raincoat Cool



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