



**CREATOR'S**<sup>®</sup>  
THE NAME YOU CAN TRUST UPON...!



**DRYMIX MORTAR**

**WATER PROOFING CHEMICALS**

**INDUSTRIAL POLISHES**

**CONCRETE ADMIXTURES**

**DRYMIX MORTAR**

**INDUSTRIAL POLISHES**

**WATER PROOFING CHEMICALS**

**CONSTRUCTION CHEMICALS**

**CONCRETE ADMIXTURES**

**DRYMIX MORTAR**

**ADDITIVES**

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INDUSTRIAL POLISHES  
ADDITIVES

# Who are we?

**Creators** is an established organization in its segment, known for delivering high-performance industrial products that enhance productivity, efficiency, and overall project outcomes while remaining cost-effective.

With a strong manufacturing base and a wide service network, we cater to customers across the geographies we operate in. Our focus on consistent quality, dependable supply, and technical reliability has helped us build long-term relationships with our clients.

We are led by a young, dynamic team driven by innovation and continuous improvement, supported by guidance from experienced industry professionals. This balance allows us to remain flexible, responsive, and customer-centric in everything we do.

In a relatively short span of time, Creators has established a strong niche in the market. Our growth has been driven primarily by the performance of our products and the trust placed in us by our customers. In addition to our standard product range, we offer customized solutions and packaging to meet specific customer requirements.

Our state-of-the-art infrastructure and skilled workforce enable demand-based manufacturing and efficient logistics, ensuring timely delivery without compromising on quality.

## **Vision**

To become the most trusted organization in our industry segment across all served geographies, consistently delivering value that contributes to our customers' business growth and long-term success.

## **Mission**

To strengthen our presence across India and selectively expand into key international markets, while enhancing manufacturing capabilities, product innovation, and service excellence—aiming for sustainable growth, operational efficiency, and long-term partnerships with our customers

## **Construction Chemicals (Concrete AdMixtures / Additives)**

**01**

ACC SUPERPLUS ADV (AAC BLOCK HARDENER)  
SO 52 SOLUBLE OIL  
CBA 52 - ALUMINIUM ADDITIVE  
MOULD RELEASE AGENT FOR AAC BLOCKS  
PAVER BLOCK ADMIXTURE  
SUPERPLUS SN511R

## **AAC Plant Set Up**

**06**

EXPERT AAC PLANT SETUP — BUILT FOR PERFORMANCE,  
DESIGNED FOR DURABILITY

## **Water Proofing Chemicals**

**07**

IWPC - INTEGRAL WATER-PROOFING COMPOUND  
EWPC 2C - EXTERIOR WATERPROOFING

## **Industrial Polishes**

**09**

FURNITURE POLISH  
STEEL POLISH

## **Dry Mix Mortars**

**10**

CTMC BOND 1-2  
CTMC BOND 3-4  
DRY-MIX MORTAR  
EPOXY GROUT - MULTICOLOR  
POLYMER TILE MULTICOLOR GROUT  
BOND SBR  
WALL PUTTY

## AAC SUPERPLUS (AAC Block Hardener)

### HIGH GRADE CONCRETE ADDITIVE FOR AAC BLOCKS:

A Highly Effective, 3rd Generation, Dual action AAC Block Additive, for the production of free flowing concrete in hot weather and as a substantial water reducing agent for achieving high ultimate strength, i.e. high initial and final compressive strengths. AAC SUPERPLUS has been primarily developed for application in concrete industry where the highest possible durability and performance is required. AAC SUPER PLUS is compatible with all Portland cements that meet recognized international standards.

### PRIMARY USES

The excellent dispersion properties of **AAC SUPERPLUS** make it the Ideal Additive for concrete blocks and other concrete related products where low water cement ratios are required. This property allows the production of very high early and ultimate strength in concrete with minimum voids and therefore optimum density.

- Specially suited for manufacturing of AAC Blocks, Concrete Asbestos Sheets And Precast Concrete Products.

### ADVANTAGES

AAC SUPERPLUS provides the following beneficial Properties:

- Substantial improvement in workability without increased water.
- Long lasting control of slump loss
- No adverse effect on ultimate strengths
- High Water Reduction
- Significant increase in ultimate strengths
- Improved surface finish
- Improved water tightness
- No excessive air entrainment
- No adverse shrinkage effects
- Better resistance to aggressive atmospheric conditions
- Increased durability
- Lower permeability

**Packing:** 200 Kgs (HDPE Barrel)



## Soluble Oil SO-52

We are a leading organization in construction chemicals, admixtures and additives in the country. We are providing high quality AAC Soluble Oil SO-52 across the industry.

### DESCRIPTION

We have our highly experienced team led by experts looking after proper and effective selection of natural oils and their latest processing methods to bring out SO-52. The SO-52, having high stability and controlled chemical activity, acts as a vital ingredient for entrapping the air. This SO-52 is regularly being used during casting. It has very good control over rate of reaction of raw materials, such as Cement, FlyAsh/PondAsh, Aluminium powder and lime for making AAC blocks with high mould stability. To suit various types of pond or fly ash, AAC soluble admixture oil is developed. The rise of slurry and the size and distribution of pores are well controlled in spite of deyrimenta"effect of carbon content in the Fly ash/Pond Ash. It helps in improving the compressive strength of AAC Blocks.

### FEATURES AND BENEFITS

- 1) Non-hazardous in nature
- 2) Does not contain harmful chemicals
- 3) Possesses air entraining quality
- 4) Has excellent flow properties
- 5) Helps in augmenting yield
- 6) Possesses long storage life

### AREAS OF APPLICATION

- AAC Blocks
- Light Weight Asbestos Concrete Panel
- Precast Concrete Products

**Packing - 200 Litres (HDPE Barrel)**



## CBA - 52 (Aluminium Additive)

An additive which acts as a water reducer.

With its super dispersive power it helps to improve the internal structure of AAC Blocks.

### SCOPE OF APPLICATION

**Standard Dosages-** Used in Aluminium -powder mixer for AAC block production as 5ml to 7ml per cubic meter.

### ADVANTAGES

CBA-52 has following advantages

- It acts as a water reducer
- It has super dispersive power
- It helps Aluminium powder to react with other material properly resulting in constant aeration (Rising).
- It avoids rising cracks during aeration (Rising).
- It has effective dimension stability power, Controls shrinkage of blocks during to bormorite formation.
- It is the replacement of foaming agent used in a particular batch.
- It controls the cracks during cutting, autoclaving and after construction due to its super power of shrinkage control.

**Packing:** 250 Litres (HDPE Barrel)



## Mould Release Agent for AAC Blocks

Mould release agents play a pivotal role in the AAC block production process. Creator's MRA comes with various benefits.

The advantages of incorporating Creator's MRA in AAC block production include:

- 1. Improved Quality:** Creator's MRA help achieve uniform, high-quality blocks with consistent surface finish.
- 2. Increased Productivity:** Faster and easier demoulding leads to higher production rates, reducing manufacturing time and costs.
- 3. Cost Savings:** Reduced block breakage and extended mould life translate to cost savings in the long run.
- 4. Aesthetics:** The smooth, unblemished surface finish enhances the visual appeal of AAC blocks, which is essential in construction.
- 5. Environmental Considerations:** Creator's MRA is eco-friendly and comply with environmental regulations.



## Paver Block Admixture

A highly effective Accelerating Admixture for the production of free-flowing concrete in hot weather and to gain high initial and final compressive strength. It accelerates the setting and early strength gain of Portland cement concrete and mortar mixes, ensuring significant increase in early strength.

### Application

- Pre-cast Concrete
- Concrete placed in Cold Weather
- Concrete for Repairs
- Mortars for BrickWork

### Advantages

- It is safe for pre-stressed and reinforced concrete
- Produces exceptionally high early strength - early setting improves frost resistance
- Suitable for bricklaying mortar mixes
- Particularly effective in concrete at low temperatures

### Variants

- PaverCrete - US (Paver Block)



## CREATOR'S SUPERPLUS SN511R

### High-Performance Superplasticising Admixture with Extended Workability Retention

#### Overview

CREATOR'S SUPERPLUS SN511R is a high-performance, chloride-free superplasticising admixture designed to deliver superior workability, strength, and durability in demanding concrete applications. Formulated using advanced sulphonated naphthalene-based polymers and performance-enhancing additives, it ensures optimal dispersion of cement particles for dense, durable, and cohesive concrete.

#### Key Advantages

- Enables significant water reduction while maintaining superior workability
- Retains slump and flow longer than conventional admixtures
- Delivers high early and ultimate compressive strength
- Improves pumpability, cohesion, and surface finish
- Reduces permeability, enhancing concrete durability
- Completely chloride-free — safe for reinforced and pre-stressed structures
- Enhances finish quality with reduced segregation and bleeding

#### Recommended Dosage

Application Type	Dosage Range
High-strength, water-reduced concrete	1.00 – 3.00 L / 100 kg cement
High-workability concrete	0.60 – 2.00 L / 100 kg cement

*Optimum dosage should be established through site trials using local materials.*

#### Packaging & Storage

Pack Sizes: 210 L Drums / IBC Tanks

## Our Expertise In AAC Plant Set Up

- **Tailored Land Selection & Plant Design:** We craft the perfect foundation for your plant with expert layout and civil design, integrating cutting-edge machinery.
- **PEB Shed Engineering & Civil Construction:** From blueprints to reality, we build strong, efficient sheds and infrastructure to support your operations.
- **Boiler & DG Systems:** Select, install, and commission the ideal energy solutions for your plant's needs.
- **Storage Tanks & Silos:** Manufacturing and erecting high-performance tanks and silos for seamless storage.
- **Precision Plant Machinery Setup:** We don't just install; we integrate and optimize machinery for peak performance from day one.
- **Custom Machinery Modifications:** Need something unique? We modify and create machinery tailored to your plant's demands.
- **Production Ramp-Up:** We ensure a smooth startup, guiding your plant from idle to full productivity with ease.
- **Skilled Operator Training:** Empower your team with hands-on training, ensuring operational excellence.
- **State-of-the-Art QC Lab Setup:** Implement the highest standards with a world-class quality control laboratory.
- **Certifications & Compliance:** Achieve ISI and Green Building certification, meeting global standards with ease.
- **Process Optimization & Troubleshooting:** We solve problems and refine processes to keep your plant running smoothly.
- **Premium Raw Material Trading:** Source only the best materials—Lime, Soluble Oil, Aluminum Powder, Mould Oil, and Dispersive Agents—with trial runs to ensure quality.
- **AAC Machinery & Spare Parts:** Supplying the best machinery, branded spares, and accessories from top manufacturers in China and India.
- **Expert Manpower Solutions:** Skilled, reliable professionals ready to keep your production line running efficiently.



## Our Vision & Values:

- **Client Satisfaction, First and Foremost:** We're driven by a passion for excellence, delivering service that exceeds expectations.
- **On-Time Delivery, Every Time:** Committed to completing projects within deadlines, no excuses.
- **Continuous Improvement:** We're dedicated to constantly improving AAC block manufacturing processes and people.
- **Maximizing Efficiency & Profit:** Our goal is to elevate your plant's OEE (Overall Equipment Efficiency) and profitability.
- **Quality without Compromise:** We aim to be your global partner in achieving superior product quality, wherever you are.
- **Quality Machines, Quality Materials:** Providing only the best machinery and materials to support your plant's success.
- **Revitalizing Underperforming Plants:** Helping plants that aren't reaching their full potential, with tailored solutions for

*Together*  
**We Transform Dreams into Reality!**

## IWPC (Integral Water-Proofing Compound)

Creator's have formulated highly effective integral water proofing liquid system which will enhance the performance of concrete, mortar and plaster. It will increase the strength of concrete, mortar and plaster. When added to the mix, it spreads over the cement and aggregates, disperses the cement particles and reduces the effect of capillary action by forming dense concrete. It makes the mix hydrophobic, reduces its permeability, and thus increases the waterproofing. It makes concrete cohesive and prevents segregation.

### Specification:

This product technical parameters complies with **IS 2645-2003** which has been tested by **National Test House of India (On India Government Service)**.

### Areas of Application

Waterproofing of concrete and sand-cement mortars used in

- Basements
- External & Internal plastering
- Roof slabs and screeds
- Bathrooms and balconies
- Water tanks
- Sumps and drains

### Features and Benefits:

- Permeability – It reduces the permeability of water into concrete.
- Workability – Improves workability of freshly mixed cement concrete.
- Water Reduction—Adding Creator's WPC will help in reducing water powder ratio
- Shrinkage – Reduces shrinkage crack development in plaster & concrete.
- Homogeneous Material - Being a liquid form, easily dispersible and form homogeneous material mix.
- Strength- The setting time and compressive strength of the concrete remains within the specific limits.
- Corrosion resistant - Makes concrete more cohesive, hence protects steel better against corrosion.
- Durability – Increases durability by improving waterproofing of concrete.

### Method of Application:

- Mix the dry material as per mix design
- Add Creator's WPC as per the given dosages in water and mix it well for 2 to 3 minutes.
- Add dry material and liquid water mix and mix it well for 2 to 3 minutes.
- Prepared concrete can be placed as per needs.
- Water curing is necessary as per construction practices.

### Precautions & Limitations:

- Do not add Creator's WPC directly to dry cement & aggregate mix.
- Maintain water-cement ratio as low as possible.
- Do not increase the dosage of Creator's WPC use as per the specified dosages given.
- Preferably store in sealed conventional containers, protected from extreme weather conditions.
- Clean all tools and application equipment with water before it set. Clean immediately after use. Hardened / cured material can only be mechanically removed.



## EWPC 2C (Exterior Water-Proofing )

Creators EWPC 2C is 2 parts polymer-modified flexible cementitious waterproofing membrane coating specially formulated for Concrete and Masonry Surface which is supplied in ready-mix kits (2 parts). When the dry part is mixed with acrylic-modified emulsion and applied according to direction, the cured. Creators EWPC 2C will become a tough, flexible and seamless waterproof membrane and acts as an excellent water barrier to Concrete & Masonry Surface.

### Area of Application

- Concrete foundations, basements wall and lift pits.
- Swimming pools, water tanks and reservoirs
- Concealed roofs, parking decks, bathroom, toilet, kitchen, balconies & planters.
- Any other concrete, cement or masonry surface subject to damage from moisture.



### Features & Benefits

- Quick drying
- Easily applied by brush or trowel
- Flexible
- Excellent adhesion to concrete and masonry substrates
- Non toxic substances
- Environmentally friendly - free Volatile Organic Compound (VOC)
- Can be applied on damp surface.
- Excellent waterproofing property - No leakage up to 10 m. hydrostatic pressure.



### Method of Application

#### 1) Surface Preparation

- Allow new concrete and masonry substrate to fully cure prior application
- All surfaces must be free from oil, grease, wax, dirt or any other form of foreign matter which might effect adhesion. Spalled Concrete must be sound before applied.
- Substrate should be reach a "Saturated Surface Dry" (SSD) condition (damp, without standing water)

#### 2) Mixing

- Using Portland mechanical mixer, slowly add Powder part to Liquid part in a clean container until a smooth and homogenous slurry mixture is achieved.
- Allow the mixed slurry to stand for 5-10 minutes for releasing air-trapped during the mixing prior to application. Mixing material must be use within recommend pot life.

#### 3) Applications

- Creators EWPC 2C slurry can be applied by brush or trowel. DO NOT dilute with water. Recommended coverage rate is approximately 1.1 kg./m<sup>2</sup> /coat for 0.8 mm. thick of wet film thick (minimum 2 coat.)
- Allow the slurry to cure for at least 1 hour before applying a second coat.

#### 4) Curing

- For maximum protection, allow 12 to 24 hours curing time after the second coat.
- Creators EWPC 2C requires at least 7 days before filling spas, swimming pools and water tanks with water as well as mock-up or ponding tests on site" to 'requires at least 7 days before filling spas, swimming pools and water tanks with water as well as mock-up or ponding tests on site.

## Furniture Polish

The polish is processed by our skilled professionals using premium chemical compounds. It is spirit free and is made from industrial solvents. It gives a long-lasting durability and fine shine to all kinds of wooden furniture. It enhances the shine of furniture and protects it from termites. It is free from impurities and is environment friendly.



## Steel Polish

This product uses premium quality raw materials and is formulated under strict quality control measures using hi-tech machines and methodology. This product can easily clean the steel products including Stainless Steel Walls, Panels, Doors, Outside Surface of Steel Equipments, etc.

A super-fast, low maintenance, combo of aluminium, chrome and stainless steel polish that gives incredible results, when you only have little time to spare.

### Variants

- Resin Based for Quick Drying
- Wax Based for Buffing



## CTMC BOND – High-Performance Tile Adhesives

Advanced polymer-modified tile fixing solutions engineered for long-lasting durability, superior bonding, and climate-resistant performance. Trusted by contractors for interior, exterior, and wet-area applications across diverse environments.

### CTMC BOND 1

#### High-Quality & Versatile Tile Adhesive

**Applications:** Ceramic, mosaic, floors (interior)

#### Key Advantages:

- Smooth application with excellent bonding strength
- Aesthetic finish with long-lasting adhesion
- Reliable in wet areas like bathrooms & kitchens
- Consistent fixing for residential and commercial projects

**Technical Data:** Coverage 3.5–4.0 kg/m<sup>2</sup> | Pot Life 3–4 hrs | Open Time 40 mins  
| Color: Grey | Pack: 20 kg



### CTMC BOND 2

#### High Bond – Polymer Modified Adhesive

**Applications:** Vitrified, porcelain & large-format tiles — interior & exterior, Floors and wall

#### Key Advantages:

- Superior bond strength with anti-slip performance
- Excellent resistance to water, heat & UV exposure
- Designed for hot and humid climates
- Ideal for façades, corridors & high-traffic areas

**Technical Data:** Coverage 3.0–3.5 kg/m<sup>2</sup> | Pot Life 4–5 hrs | Open Time 40 mins | Standard: IS 15477:2019 Type 2



## CTMC BOND 3

### Flexible & High-Performance Tile Adhesive (S1 Grade)

**Applications:** Swimming pools, terraces, stone, façades, glass mosaics & temperature-variable substrates

#### Key Advantages:

- High flexibility and tensile adhesion (C2TE-S1)
- Excellent thermal-shock & water-immersion resistance
- Perfect for submerged, outdoor & critical installation
- Ensures crack-free performance on challenging surfaces

**Technical Data:** Coverage 2.5–3.0 kg/m<sup>2</sup> | Pot Life 4–5 hrs | Open Time 45 mins | Standard: EN 12004 C2TE-S1



## CTMC BOND 4

**CTMC Bond 4** is a premium, high-performance white tile adhesive designed for heavy-duty tile fixing. Suitable for large-format tiles, marble, granite, vitrified tiles, and high-load commercial applications. Delivers exceptional bond strength even in challenging site conditions.

#### Key Features:

- Strong adhesion for heavy & large tiles
- Ideal for exterior façades & wet areas
- Extended open time for easy application
- High slip resistance
- Suitable for marble, granite, GVT/PGVT & natural stones



### / EPOXY GROUT – MULTICOLOR

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A high-performance, chemical-resistant epoxy grout ideal for luxury interiors, wet areas, kitchens, swimming pools, and high-traffic commercial spaces. Available in a wide range of premium colors for seamless aesthetics.

Key Features:

- Stain-proof & waterproof
- Chemical and acid resistant
- Superior strength & durability
- Easy to clean, long-lasting shine
- Perfect for tiles, stones & mosaics

### / POLYMER TILE MULTICOLOR GROUT

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A high-grade polymer-modified cementitious grout designed to deliver vibrant color consistency, smooth finish, and enhanced crack resistance. Suitable for wall & floor tiles in residential and commercial applications.

Key Features:

- Polymer-enhanced flexibility
- Fade-resistant rich colors
- Smooth application with low shrinkage
- Fungus- & moisture-resistant
- Ideal for ceramic, vitrified & mosaic tiles

## **BOND SBR (Styrene Butadiene Rubber Latex)**

A multipurpose bonding and waterproofing polymer used to improve adhesion, flexibility, and durability in cement mixes. Essential for repair mortars, bonding old-to-new concrete, plaster works, and waterproof coatings.

Key Features:

- High bonding strength
- Improves durability of repair mortars
- Reduces shrinkage & cracking
- Excellent for waterproofing of bathrooms, terraces, sunken areas
- Enhances workability and adhesion

## **WALL PUTTY**

Our premium-quality Wall Putty is a polymer-reinforced, smooth finishing material designed for superior surface preparation. It provides excellent adhesion, crack resistance, and a silky white finish that enhances paint durability. Suitable for interiors and exteriors, it reduces paint consumption and ensures long-lasting beauty on every wall.

Key Features:

- Smooth, elegant finish
- High bonding strength
- Water-resistant & crack-free
- Suitable for all types of substrates



 [www.TheCreators.in](http://www.TheCreators.in)

### Get In Touch:

CREATOR'S TRADING & MANUFACTURING CO.

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