

Areas of Application

JK Super Protect is suitable for all cement related applications such as:

- Foundation Work
- Slab Casting
- All RCC Elements
- Damp Proof Course (DPC)
- Drainage Work
- Plaster Work



Value Added Customer Technical Services

JK Super Protect provides the following customer technical services as assistance to the customers:

| | | | |
|--|--|--|---|
| | Concrete testing at JK Concrete Innovation and Application Centre (CIAC) | | Slab Supervision by Qualified Civil Engineer |
| | Free Concrete Mix Design | | NDT/Rebound Hammer Test |
| | Sand, Coarse Aggregates and Water Testing | | Cover Blocks/ Shuttering Tape on Slab Casting Application |
| | Slump Cone and Concrete Testing at Site | | "Service on Wheels" Mobile Concrete Technical Lab |

Live demo of JK Super Protect at site on request basis and prior appointment



900+
Technical
Executives

130+
Mobile
Technical
Labs

3
Concrete
Innovation
Centres

Call us at : 1800-266-4606

For more information
download BuildXpert App



Customer Technical Services :

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Tel : +(91)124-6919000

E-mail : consumer.care@jkcement.com | Website : www.jkcement.com



Product Guide



Water
Resistant



Corrosion
Resistant



Enhances
Concrete
Durability



Better
Workability

Company Overview

JK Cement Ltd. is one of the leading cement manufacturers in India that has catered to the nation's multi-sectoral infrastructure needs on the strength of its product excellence, customer orientation, and technology leadership. The company, which has formerly been focused on the north and central Indian markets, has begun to expand its market presence into new geographies, JK Cement's aspirations for global growth are currently being addressed via our white-cum-grey cement plant in Fujairah, UAE.

Since, our inception in 1974 we have grown and evolved to continually meet the changing needs of our customers and partners. We are proud producers of Grey Cement, White Cement, Wall Putty, Tile Adhesives, Paints, Wood Coatings and Construction Chemicals.

~24
MTPA

Cement Production Capacity

12

Plants in Rajasthan, Haryana, Gujarat, Karnataka, Madhya Pradesh, Odisha & Uttar Pradesh (upcoming in Bihar)

50+

Years of Experience in Cement Manufacturing

25K+

Dealer and Retailer Base; Pan-India Presence



Head Office (HO)

Central Marketing Office (CMO)

Integrated Plant

Grinding Unit

Upcoming Plant

JK Super Protect is the PERFECT SOLUTION for all the problems caused due to seepage and penetration of water-

- It is a pre-mix uniform material with optimized mixing of ingredients for excellent performance
- Reduces water permeability
- It gives reduced chloride permeability in concrete
- Longer shelf life



Tamper Proof Packaging:

JK Super Protect comes in Tamper Proof Packaging which ensures consistent quality and exact quantity with improved shelf life and hassle-free storage.

Advantages and Benefits of JK Super Protect Cement

Weather Resistance and Higher Durability: With advanced technology and micro particles addition, JK Super Protect gives excellent weather resistance to the structure and it also reduces the chances of ingress of harmful salts, gases, micro-organisms, resulting in higher durability of the structure.

Better Workability: Due to enhanced particle size distribution and micro air inclusion, JK Super Protect always gives better workability in comparison to normal cement.

Dampness and Corrosion Resistance: Reduction of micro pores and channels plays a vital role in preventing ingress of oxygen and water in concrete, therefore prevents dampness in the structure as well as protects reinforcement steel from corrosion.

Seepage Resistance: JK Super Protect forms a water seepage protective layer, which blocks the flow of water through micro pores and channels, hence improves seepage resistance.

Reduced Salt Efflorescence: Excellent water penetration resistance of JK Super Protect helps in prevention of salt efflorescence on the surface of mortar and concrete.

Safe & Durable Construction: JK Super Protect is a tailor made cement containing sufficient dosage of reactive silica which helps in early as well as lateral gain of strength in concrete. Higher the strength of concrete, safer the stability of structure.

JK Super Protect Cement

JK Super Protect is a water repellent cement having an integral water repellent property at the cement particle level manufactured through a technology developed in-house. This Cement is manufactured with performance enhancers enabling resistance to penetration of water in mortar, plaster & concrete. This property is further enhanced by modifying the particle size distribution and fineness of cement through an innovative technique. It significantly reduces water permeation to concrete or mortar, which results in dry walls and healthy indoor climate.

Why JK Super Protect Cement?

Water is the most affecting and harmful factor, which causes harm to any building. It can make penetration through cracks in floors and walls, capillary action in walls and seepage from plaster & brickwork. With leakage and dampness, water brings micro organism, harmful salts, harmful gases into the building and causes-

- Deterioration in the aesthetics of the building
- Extra expenses for repairing and painting works
- Hygiene issues etc.

Following are some examples of adverse effects of water



Growth of Algae & Fungus



Leaching in Concrete



Flaking of Paint



Crumbling of Plaster



Corrosion of Steel



Efflorescence on Wall



Decreased Durability

Cost Saving

JK Super Protect prevents seepage and penetration of water into the building (slabs/walls) and hence saving the costs associated with frequent painting and coating works.



The average cost incurred in construction (considering 1000 sq.ft. house):

| | Ordinary Cement | JK Super Protect |
|--|-----------------|------------------|
| Cement rate per bag (₹)* | 345 | 400 |
| Cement cost per Kg (₹) | 6.9 | 8 |
| Per Sq. ft. cement consumption (Kg.) | 20 | 20 |
| Cost of cement per Sq. ft. (₹) | 138 | 160 |
| Average cost of construction per Sq. ft. (₹) | 1300 | 1322 |
| Total cost of the construction (without land) (₹) 1000 Sq. ft. | 13,00,000 | 13,22,000 |
| Cost difference (₹) | | 22,000 |

*Cost of bag is indicative only. It may vary from place to place.

At just ₹ 22,000 extra, which is 1.66% of the total cost of the construction, you get a long lasting, durable, strong, water resistant, free from efflorescence, healthy (free from fungus due to moisture) home. Investing in JK Super Protect for your DREAM HOME is a wise decision.