

APCO Launches New, Enhanced Products

APCO launched three products which are the SMARTCARE - Damp block and Damp Proof and the Fortuna Play Wall Fashion - Taste of the Pacific

APCO Fiji has introduced new and enhanced water proofing products into the market.

The Asian Paints Limited subsidiary launched three products which are the SMARTCARE – Damp block and Damp Proof and the Fortuna Play Wall Fashion – Taste of the Pacific.

Marketing manager Augustes Arun said: “These new range products come with the credibility that our company is well acclaimed for to withstand Fiji’s tough environmental conditions.

“Customer centricity and innovation is what enables us to continuously enhance our product range to cater to our customers.”



About SMARTCARE

SMARTCARE –Damp Block which is an interior product prevents the area painted from collecting any form of liquid.

It is polymer-modified, flexible and cementitious coating. It has negative-side waterproofing treatment.

Areas of application include bathroom adjacent walls, walls with ground rising capillary dampness, walls with leakage due to concealed plumbing and damp areas inside the home.

SMARTCARE – Damp Proof is an exterior product. This serves as a protector from rainwater or outside water.

It can withstand up to seven bars of positive-side hydrostatic pressure, thus imparting high resistance to water pressure.

Once applied on the terrace, it will prevent the rainwater from spilling into the walls and damaging the current paint.

Wall fashion

APCO launched its fashion designs 'Fortuna Play Wall Fashion' the past year.

However, despite furnishing more than 500 homes, APCO wanted to bring the Pacific touch to homes.

Therefore, they launched the 'Taste of the Pacific' product. This is an extension of designer theme which will include Pacific Island designs like Tapa, Hibiscus and Aquarium.

APCO will make these ranges available through all its distributors with the provision of tool kits at various outlets to choose the various combinations possible.