



SHIELDCRAFT BUILDEX

STYLING YOUR CONCEPTS



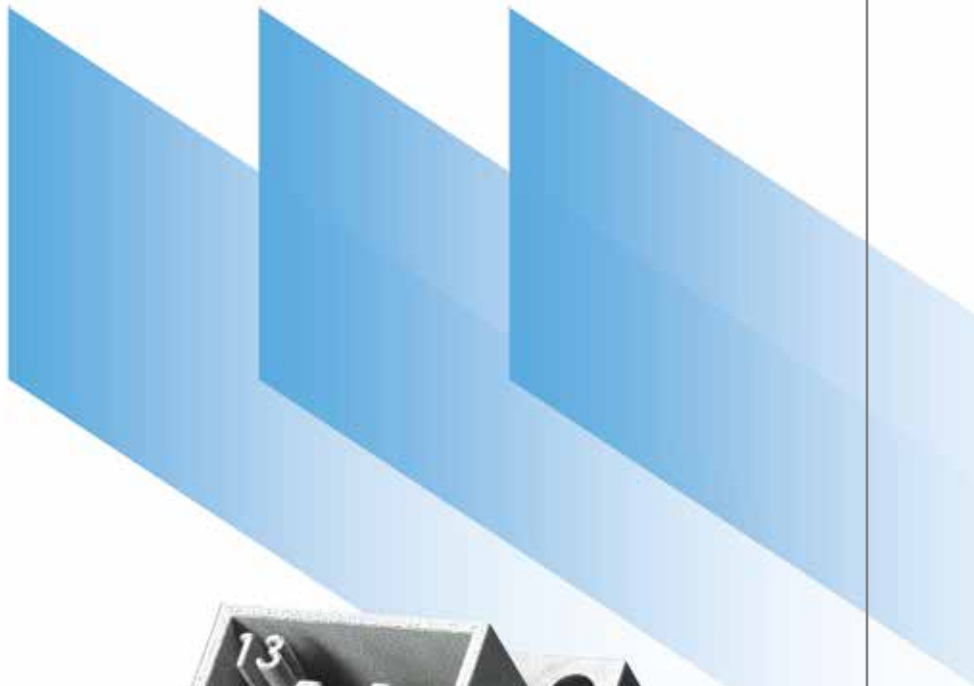


Innovation
Passion
Dedication



Half a century ago, before more than 50 years, a small business unit started metal trading in the old city, now central Ahmedabad. The beginning of the firm had predominantly been into the ferrous and non-ferrous metals until it ventured into the specialized trading of Aluminum. That was the start and there is no looking back since 1962 for Katariya India Group where it has been continuing to satisfy the emerging needs of its customers through their products and services.

The time has changed and so have the methods and products in the categories the group functions in. From being a scrap processor at the inception to turning out to be an Aluminum Ingot producer and later Aluminum Piston manufacturer and supplier by early 2000s and at the end of the decade, the group is now further set to unveil the other opportunities in and outside the segment under the guidance of its torchbearers.



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As a part of this flagship enterprise, Shieldcraft Buildex is another feather in the crown aspiring to explore the unexplored in the nation. With an aim to stimulate the designing ease by the adaption of zinc in the architecture projects, Shieldcraft Buildex has come into existence in the year 2020.

It was firstly, as a concept, conceived by Mr. Pravin M. Katariya with a vision of eyeing on the segment which is still uncaptured; however, has massive potential in the market where the traditionally

carved routes have left lesser visibility for architectural designs in zinc. In order to cover the opportunity and furnish the creativity elements in the architectural needs and designs, Shieldcraft Buildex thrives for meeting its end users though a strong distribution network in the country.

The firm sincerely believes in articulating the aspiring needs of having an ease and creativity in the architectural styles with the use of zinc and thereby wants to reach out to the fulfillment by leveraging the parent group's 50+ years of expertise in the manufacturing and supply of Aluminum based products.

Shieldcraft Buildex delivers the zinc based building solutions from the house of Asturiana de Laminados S.A, a multinational organization established in the year 2006 in Spain, with its brand elZinc as a master distributor of the country; covering all 4 regions.





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Vision

To be the most trusted and reliable source of creativity in promoting the Architecture Designing in zinc.

Mission

To spread awareness amongst probable associates in order to build a strong nationwide distribution network of zinc casting and cladding products for your projects.

Cherish the ease of imagination and execution in architectural designing

Values

Integrity

Awareness

Furnishing Creativity

Welfare of Associates

Benefit of the society at large

**GROUND BREAKING
PRODUCTS
ADAPTED TO THE NEEDS
OF CUSTOMER AND MARKET**

The Men Behind



Pravin M. Katariya

The true strength lies in the lap of courage for those who acclimatize to it will eventually excel. Living this line in his real life, Mr. Pravin Katariya has been a backbone of the Katariya India Group who now foresees the potential in the architectural market with the introduction of Zinc designs to make a whole new segment ready for its future customers. It all started with a wish to impregnate the unveiled opportunity with a possibility to touch base the emerging need of articulating the architectural designs with seemingly achievable ease.

He is the founder of Shieldcraft Buildex as a proprietor which is the sole nationwide distributor of elZinc products from the house of Asturiana de Laminados, S.A., a Spain based multinational organization known for its reliable architectural solutions in zinc. As a pioneer in the sector, with a vision of spreading the maximum awareness of zinc products amongst the channel partners, he aspires to achieve new heights by penetrating the market and create a chain of its associates to reach out to the potential consumers.



Ashwin Merupula

With over 20 years of multidimensional experience in Machine Tools, Natural Stone, Healthcare, Textiles, Home Decor, Agri-food, Hospitality & Tourism and Building & Construction, Mr. Ashwin is the true inspiration behind the inception of Shieldcraft Buildex. He brings his business intelligence and consultancy experience by joining hands with Mr. Pravin to shape up the future Architectural design concepts with a sustainable use of zinc. His international exposure brings a significant value in deriving the new business concepts that have immense potential in the rapidly developing nations.

He is also serving as the Vice President of ACOCEX, The Spanish Association of Foreign Trade Professional, a national lobby of international business experts. Both the torchbearers, with their extensive research on the zinc usage in Spain and visits to the renowned players of the market, further intend to explore and establish the opportunities for their associates with the thriving coast-to-coast introduction of Shieldcraft Buildex in the Indian Architectural Zinc industry.

How it all started?

With an aim of unveiling the ease in structural designs after hearing the prevailing benefits and scope from Mr. Ashwin, the founding stone of Shieldcraft Buildex was laid by Mr. Pravin. After establishing the Aluminum trading and piston manufacturing under the management of Katariya India Group, it was the time for him to get into an integration what he felt could be a new stepping stone in a new yet relevant field to his industry expertise. The zeal had further driven him to understand a desirable and promising sector, later with the help of Mr. Ashwin in Spain, identified as Zinc as a means of designing ease in architecture. During his visits to Spain, the aspirations were seemingly getting directed in identifying the right channel partner who does not just have the industry and product knowhow, but also possesses good hold over the market. The search finally ended with Asturiana de Laminados, S.A.

Established in 2006, Asturiana de Laminados, S.A. by virtue of its eZinc brand, has become one of the world's main producers of rolled zinc products. The use of the

eZinc
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latest technologies in casting, rolling, slitting and cutting coupled with the implementation of the most rigorous quality control protocols, allows eZinc to better the tolerances established in the current European and American standards. The organization offers a wide range of roofing and cladding products and finishes, and is already present in more than 35 countries.

Shieldcraft Buildex is the authorized nation distribution partner of eZinc brand and is the sole supplier of its products in India.

Product Backdrop

Zinc is the most widely used metal after Steel, Aluminum and Copper. Centuries before when it was identified as an element, zinc was used to make brass (an alloy of zinc and copper) and for medicinal purposes. Metallic zinc and zinc oxide were produced in India sometime between the 11th and 14th centuries and in China in the 17th century, although the discovery of pure metallic zinc is credited to the German chemist Andreas Marggraf, who isolated the element in 1746.

Ever since the 19th Century, the usage of zinc became popular as a roofing and façade cladding material thanks to the numerous possessed esthetic and functional qualities that allow its adaption to all the architectural styles.



Sphalerite: The Primary Ore

Sphalerite (Zinc Sulfide) is the primary ore mineral from which most of the world's zinc is produced, but a number of other minerals that do not contain sulfide contain zinc as a major component. Much of the early zinc production was from nonsulfide deposits; however, as these resources were exhausted, production shifted to sulfide deposits. In the past 30 years, advances in extractive metallurgy have resulted in renewed interest in nonsulfide zinc deposits.



How it transpired over the years?



Zinc is currently the fourth most widely consumed metal in the world after iron, aluminum, and copper. It has strong anticorrosive properties and bonds well with other metals. Consequently, about one-half of the zinc that is produced is used in zinc galvanizing, which is the process of adding thin layers of zinc to iron or steel to prevent rusting.

The succeeding use of zinc is as an alloy; the zinc is combined with copper (to form brass) and with other metals to form materials that are used in automobiles, electrical components, and household fixtures. A third significant use of zinc is in the production of zinc oxide (the most important zinc chemical by production volume), which is used in rubber manufacturing and as a protective skin ointment.

Not only as a material outside, it is surprisingly and importantly available in humans, animals and plants as a necessary element for the proper growth and development. The adult human body contains between 2 and 3 grams of zinc, which is the amount needed for the body's enzymes and immune system to function properly. It is also important for taste, smell, and to heal wounds.



Now that the construction and architecture field has tremendously evolved and touching the new heights, the ecological use of zinc in the designs is the way forward. Since the beginning of architectures in historic eras, metals have been instrumental in shaping up the millennial structures. The comprehensiveness in designs after all turns the imaginations into reality. Zinc is the answer to easiness in structural designs and Shied Craft Buildex is the provider of this answer.

The domestic zinc industry is now completely under the private sector and is in the midst of a serious expansion program. It is estimated that by 2020 year end the zinc demand would be 14 lakh tpa.

Product benefits that allow its considerable adaption and foster the penetration & growth of Shieldcraft Buildex

A lightweight material par excellence, zinc is a non-ferrous metal that provides an effective solution for coating buildings exposed to adverse weather condition while simultaneously delivering a creative response to the requirements of the program and the users of the project.



When in contact with humidity, zinc panels generate a self-protecting layer that isolates heat from indoor spaces during the summer. Rain and snow, slide easily over its surfaces, and its modular panels can wrap curved shapes or be perforated according to the architectural design, and combined in facades and/or ceilings through different shades, brightness, and colors.



Compared to other metals, refining of Zinc requires less energy

Used for centuries, zinc is one of the most abundant metals on Earth, surpassed only by 23 other chemical elements. For this reason, its extraction is relatively easy (avoiding strip mining, and the deterioration of the earth) and its refinement (smelting and processing) requires less energy than other metals such as aluminum (75% less), copper or steel (50% less).

Zinc responds to the environment and protects itself over time

Due to its composition, zinc is a material that responds to its environment and changes over time. Its outer patina arises naturally when it comes into contact with the water and salt, and in addition to giving it a rustic appearance, it has a self-protective effect that isolates it and allows it to resist corrosion.

Zinc panels can adapt to complex shapes and be precisely perforated



Its pieces are flexible enough to adapt to curves and complex geometric shapes, as well as being perforable and customizable according to each architectural design. The perforations are made by CNC machines, delivering exact and millimeter results. In addition to these, zinc is known for its malleability, allowing its gradual bending without the need for tools or extra machinery.



Zinc can last up to 100 years on ceilings and facades and can be recycled

Although this number may vary according to the specific conditions of each project, zinc usually lasts more than 100 years in roofs and facades, and even more in interior applications. All elements made of zinc can be recycled unlimitedly and in its entirety while maintaining its composition and its specific qualities.

Architectural metals are used widely in commercial, institutional, and industrial buildings. In order to meet the variety of design conditions in these different building types, architects in the US have often turned to some rather energy intensive metal choices such as aluminum, copper, painted steel, and stainless steel. However, the use of zinc as an architectural metal of choice is gaining popularity in this country and catching up with its widespread and long term use in other parts of the world. Parts of Asia and Europe in particular have used zinc as a building envelope material for generations.



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The aforementioned facts broadly witness the acceptance of the metal in exceptionally deserving market like India and Shieldcraft buildex an reliable sole distributor & stockiest accross India along with enormous network of dealers, installers and fabricators.



Additionally, listed are the accumulated benefits of zinc like: its beauty and longevity, environment friendly recyclable nature, manufacturability, thermal expansion and contraction, galvanic corrosion, and chemical compatibility are the reasons for inclination towards making it popular casting and cladding.



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Sole Distributor & Stockist

elZinc® in India



SHOWROOM & OFFICE

1st Floor, The Wood Element (TWE),
S.P. Ring Road, Near Ognaj Circle, Ognaj,
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WAREHOUSE & WORKSHOP

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