

6 mm  
ewc chip

SOLID

SUPERCLAD TECHNOLOGY in solids EWC range



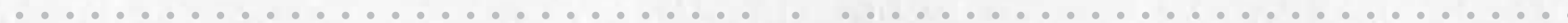
# MERINO ARMOUR™

EXTERNAL  
CLADDING

6 mm ewc chip

WOODGRAINS/PATTERNS

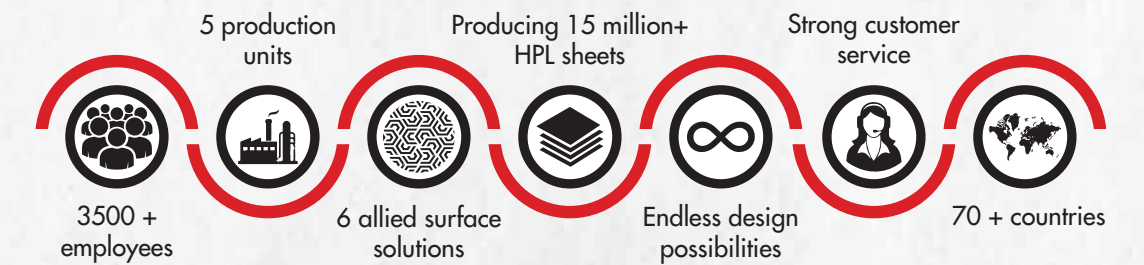
EB Curing Technique in woodgrains & pattern EWC range





## MERINO GROUP

Merino has been a leading player in the laminates industry since 1974. The leadership has been built on trust of the consumers and the promising nature in all its offerings. Apart from laminates, the group has diverse business interests expanding into Interior Architectural Products, Information Technology and Food & Agro Technology. It is present in various countries with a revenue of more than \$175 million in geographies other than India. The Group commits to the highest manufacturing standards, strong customer support and innovation at its core.



## OUR PHILOSOPHY

Our business is built on the steady pillars of a globally relevant mission, a far-reaching vision and a strong three-pronged motto.

**Vision:** Global competence and global competitiveness in every line of business by synergizing western work culture and Indian ethos.

**Mission:** Universal weal through trade and industry

**Motto:** Economy | Excellence | Ethics

Excellence in Economy is:

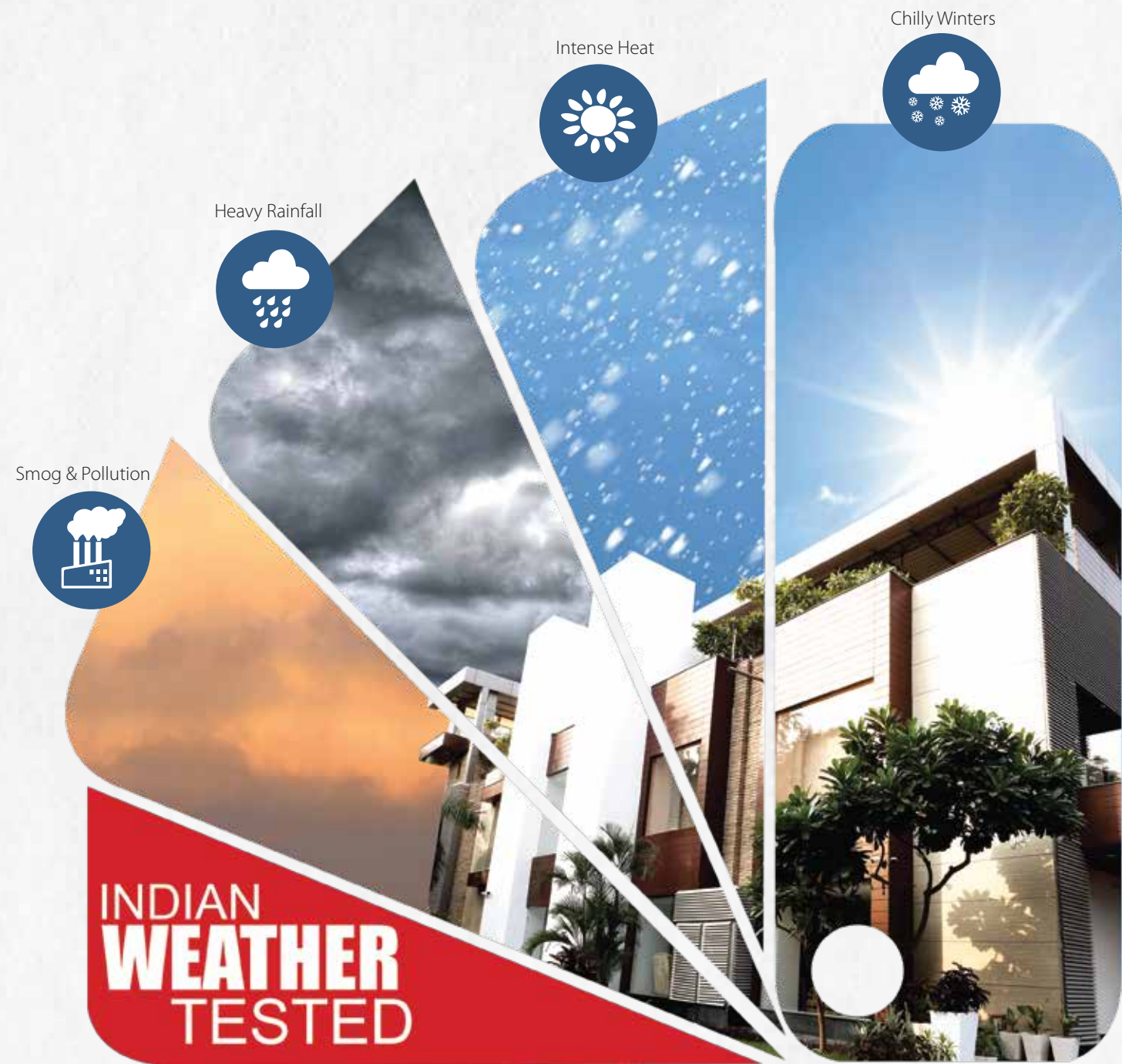
Economic, when founded on Work Ethics

Sustainable, when nourished by Moral Ethics.

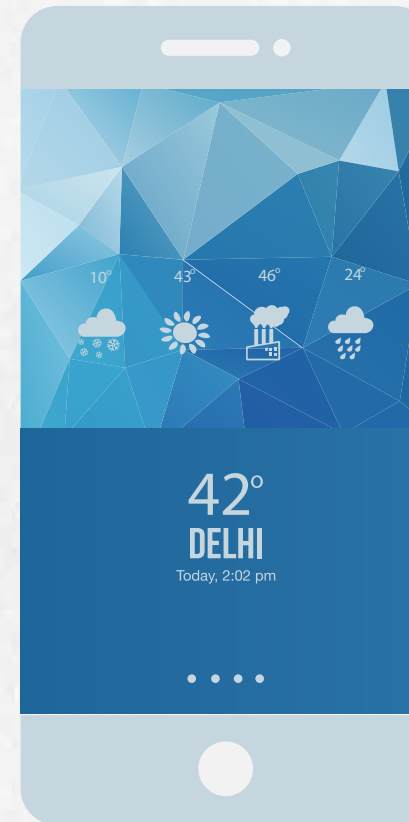
**Inspiration:** "Arise, awake and stop not till the goal is reached"

– Swami Vivekananda





Credits: Harish Suri, Punjabi Bagh, Delhi



### THE ALL-WEATHER CHAMPION

Whether it is the intense heatwave of Rajasthan, frosty winters of Jammu & Kashmir or the endless showers of Mawsynram, India is a country of extremes. It experiences ever changing climates and diverse weather conditions beyond normal levels. To ensure a high-end, smart and long-lasting solution to all such outer influences, Merino offers you its premium range of Merino Armour External Wall Claddings which is designed to withstand these drastic climatic conditions that this tropical sub-continent possesses. These come in an assortment of high-quality luxurious designs with subtle variations that not just add style to your surroundings but also resist the damages that these conditions try to inflict. All in all, it's a range that is exclusively made in India, solely for India.



*Illustrating  
new trends for Exteriors...*



## **MERINO ARMOUR™** EXTERNAL CLADDING

Merino embodies trust and perfection in its own world of innovative deliverables. Years of hard work, dedication and competence have been invested to achieve this remarkable status quo. 'Armour' is an all-new physical manifestation of our consistent commitment to come up with an ideal solution to all architectural challenges. The extensive range of External Wall Claddings blends strength and beauty to perfection. And that's not all, these come with an uncompromising durability, steady protection and timeless aesthetics like none other – thus strongly withstanding all extremities of the varied Indian weather conditions. Armour epitomizes a weather resistant envelope to enhance the lifespan of your building as it can endure all weather fluctuations like intense heat, heavy showers, chilly winters that India experiences.



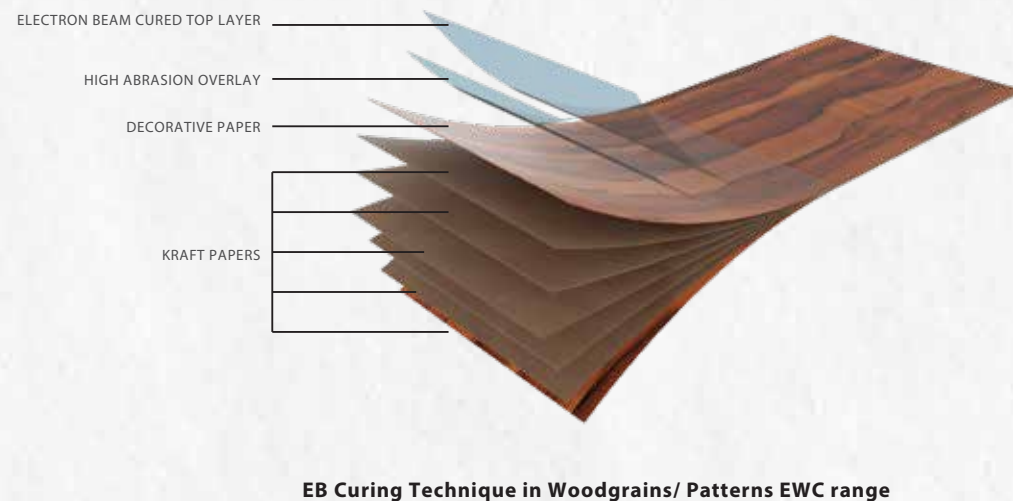
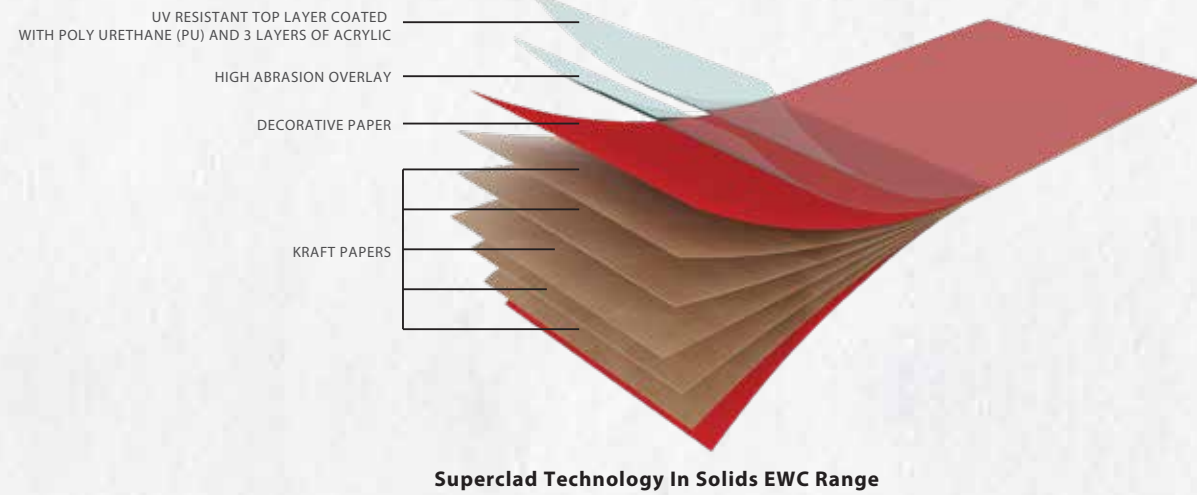


## TECHNOLOGY THAT STANDS APART

### MERINO ARMOUR TECHNOLOGY

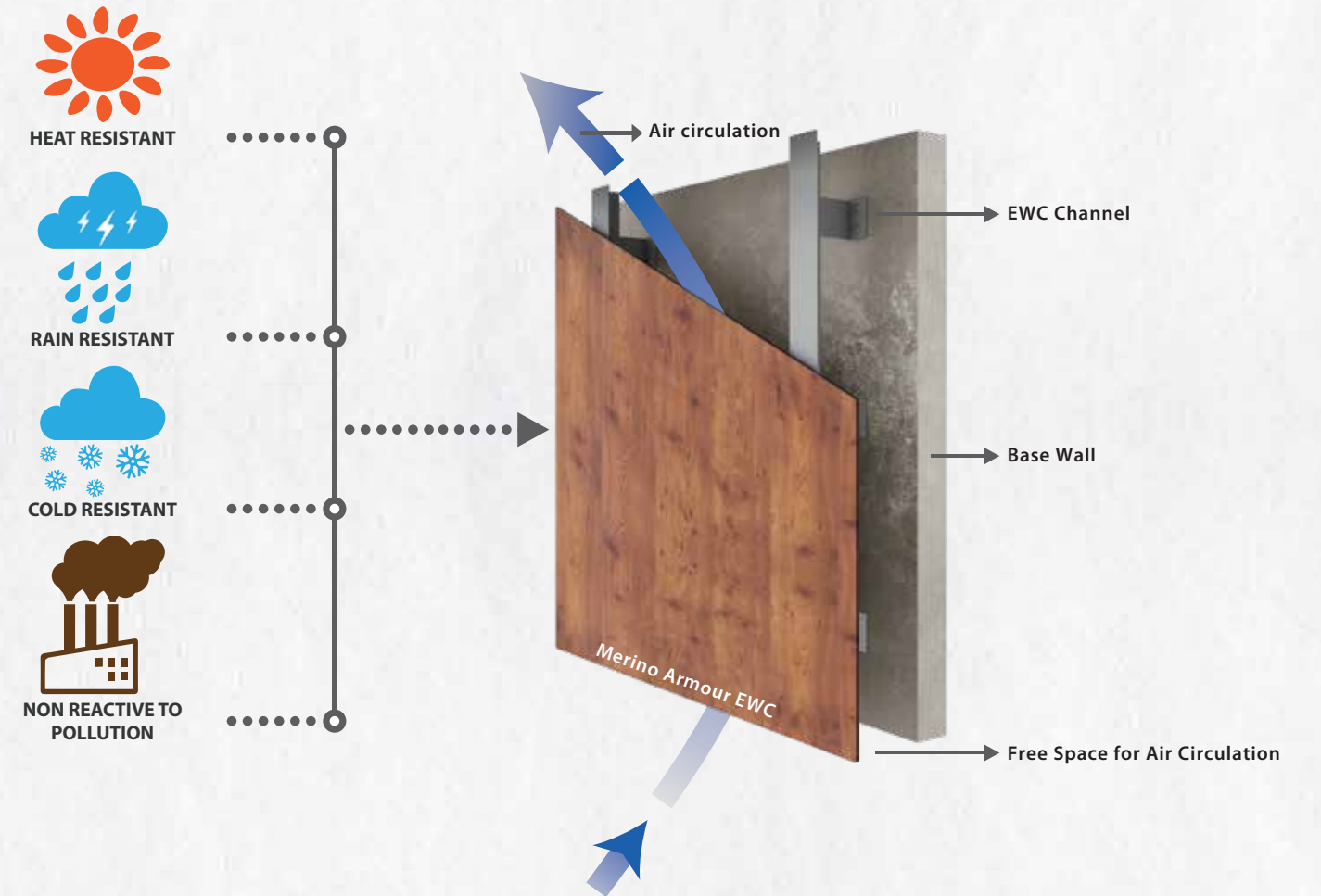
Merino Armour External Wall Cladding epitomizes beauty and toughness. It has been built with the superior external cladding technology called "**Merino Superclad Technology**" which makes the exteriors endurable to the core and helps it withstand the impact of erratic weather conditions.

A special EWC range with Superclad Technology has a UV resistant top coating treated with Poly Urethane (PU) and Acrylic to protect the exterior wall from the harmful Ultra-violet rays, which prevents fading and significantly enhances durability. The other EWC range comes with **Electron Beam Curing (EBC)** technique and is manufactured under high pressures and temperatures which yields a highly durable and dense EWC panel; hence, making Merino Armour External Wall Claddings truly superior and strong for your exteriors.



## ARMOUR'S ENERGY SAVING SYSTEM

Merino Armour External Wall Cladding is not only an innovative, durable and aesthetic shield to your exterior; it also has a natural mechanism which embodies an efficient 'Energy Saving System'. A natural insulation i.e. an air cavity gets created between the wall and the External Wall Cladding. This air gap facilitates continuous air ventilation that reduces heat or moisture effect on base structured wall thus, allowing retention of indoor temperature. The ventilation process contributes to reduced levels of energy consumption and also avoids corrosion of the exterior surfaces. The buildings are now better ventilated providing more comfortable indoor environment and ensuring significant energy saving.



**DUE TO ITS SPECIAL VENTILATION TECHNOLOGY, MERINO ARMOUR IS ENERGY-EFFICIENT, SUSTAINABLE, INNOVATIVE AND LONG-LASTING PROTECTOR TO YOUR HOME'S EXTERIOR.**

## ARMoured AGAINST ALL ODDS

The special Armour robustly justifies its name for the exteriors. Merino's Armour is the ultimate weatherproofing shield to safeguard your exterior surfaces against everyday weather variations and extreme climatic conditions. It is truly the superhero in the world of external claddings.



### Against ALL WEATHER:

Highly weather resistant even when exposed to extreme cold or heat conditions and extreme levels of humidity.



### Against UV:

A special UV protected treatment makes the claddings UV resistant and prevents discoloring under long exposure to direct sunlight.



### Against CLIMATIC SHOCK:

It is resistant to sudden change in temperature and humidity in the atmosphere.



### Against CORROSION:

Absolutely corrosion free unlike other external cladding products.



### Against GRAFFITI

Any writing marks made on the surface can be easily removed using soap water or hot water.



### Against TERMITES:

Highly resistant to termite and fungal attack.



### Against MOISTURE:

Highly moisture resistant hence, ideal for use in all types of exterior cladding.



### Against IMPACT:

It is impact resistant and has a very good modulus of elasticity due to the modified phenolic resin.



### Against ABRASION:

It has superior abrasion and wear resistance capabilities which gives it good lifespan.



### Against FLAME:

Special edition claddings are resistant to high temperatures and flame conditions. EWC is available with flame retardant grade.



Armoured against all odds for 10 years.



14177 Colombian Cadiz Walnut

Credits: Ar. Navin, Project: Mr. Sathaiah

## EXCELLENCE IN QUALITY

Merino firmly believes that trust is built by delivering high quality and reputable products that adhere to the global standards of quality assurance and environment safety, thus ensuring excellence and credibility in all its deliverables.



### GRIHA

Green Rating for Integrated Habitat Assessment (GRIHA) was adopted as the national rating system for green buildings by the Government of India in 2007. Merino is GRIHA-certified for its Sustainable Building Material.



### The EPH

Merino Armour is EPH-certified and holds a proof of performance in the building industry for panelling and cladding.



### GREENGUARD

Greenguard Certification ensures that a product has met some of the world's most rigorous and comprehensive standards for low emissions of volatile organic compounds (VOCs) into the air. Merino Armour testifies it.



### GREENGUARD GOLD

Merino Armour adheres to GREENGUARD Gold standard that ensures products are acceptable for use in environments such as schools and healthcare facilities.



## THE ARMOUR-SCAPE

### Explore the endless external possibilities of claddings...

Merino Armour External Wall Claddings can adorn many external surfaces and it gives a new protective dimension to different kinds of spaces. Let's have glance at these possibilities of using EWC for specific sites of your building.

- 1 Ceilings
- 2 Ventilated Facades
- 3 Balcony Claddings
- 4 Pillars
- 5 Doors
- 6 As Highlighter



### OTHER APPLICATION AREAS

- Partitions • Railings • Fences • Outdoor Furniture • Public Facilities • Playground Facilities • Sports Facilities
- Sun Protection System • Office Entry Portals • Windows

### Armour's Application Possibilities

Merino Armour External Wall Claddings are truly versatile in nature. But it ideally works best for these application areas.



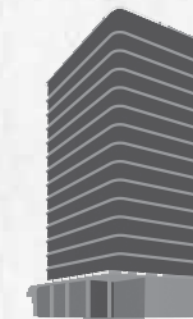
RESIDENCE  
(Kothi)



SHOPPING MALL



HOTELS



OFFICE BUILDINGS  
INDUSTRY &



RETAIL SHOPS

### APPLICATION PLACES

- Residence (Kothis) • Shopping Malls • Hotels • Motels • Residence (High Rise Apartments)
- Industries • Office Buildings • Retail Shops • Airport Terminals & many more...



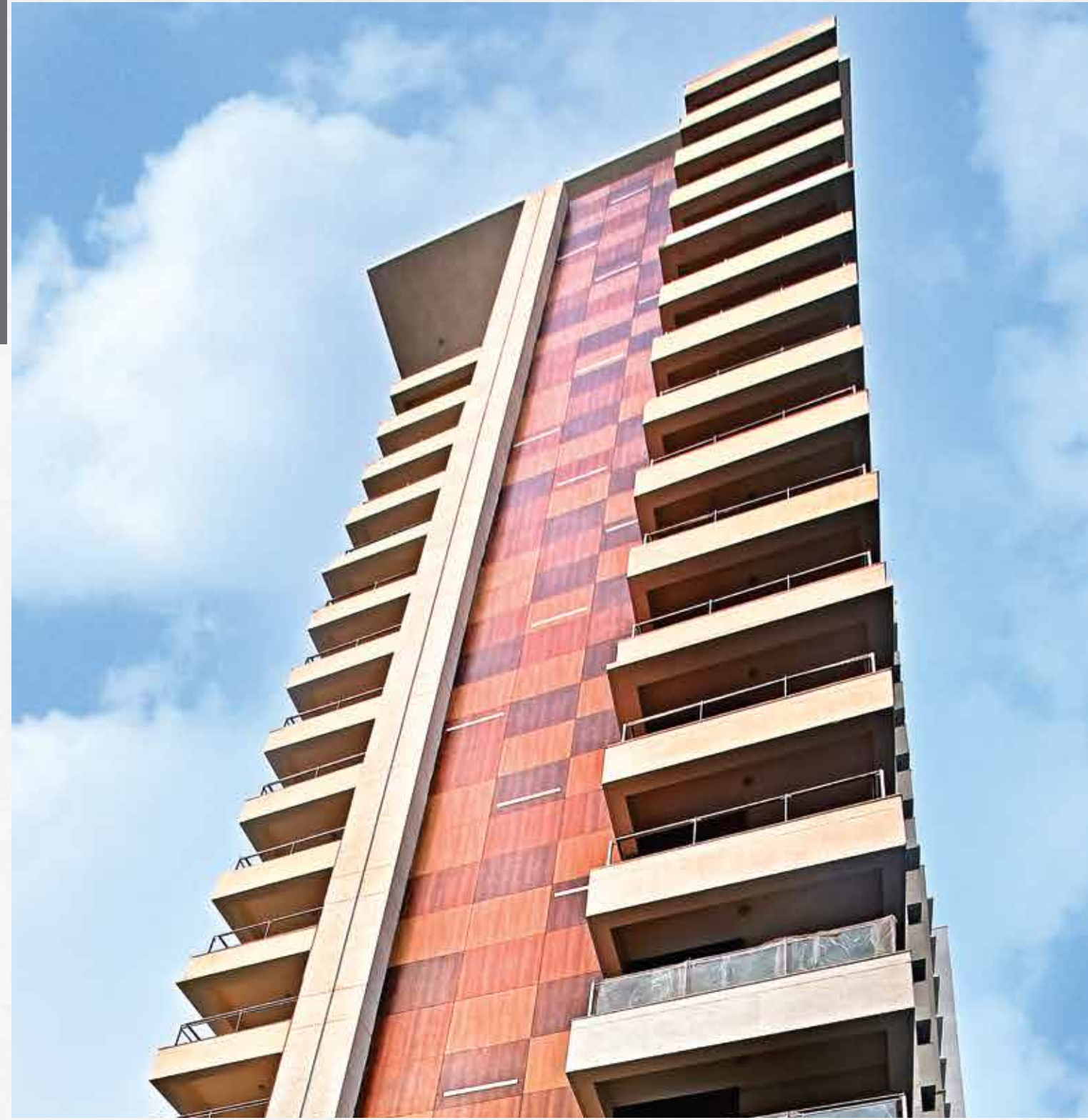
**MERINO  
ARMOUR™**  
EXTERNAL  
CLADDING

ARMOUR  
SHOWCASE





PROJECTS THAT TESTIFY AND ILLUSTRATE THE BRILLIANCE AND FORTITUDE OF MERINO ARMOUR EXTERNAL WALL CLADDINGS.



10197 ,10451 ,10510

Credits: Ar. Space Mast- Project SNN Raj Spiritua - Bangalore



21069 Silver Grey

Credits: Ar. Srinivas - Project Avantika Constructions





21341 INTERIOR WHITE, 10659 NOCENO PINE

Credits: Ar. APSE Designs, Project: T. Sridhar Reddy Residence



10659 NOCENO PINE

Credits: Ar. JGI Group, Project-Jain International Residential School, Hyderabad



## ARMOUR'S WIDE RANGE FOR EXTERIORS

Merino offers plethora of exquisitely enthralling designs of Armour EWC to shield your exteriors available in three ranges. There are woodgrain patterns that evoke the beauty of nature. The solids impart a robust personality to the buildings and the patterns create a mystified aura around the surface it has been cladded to.

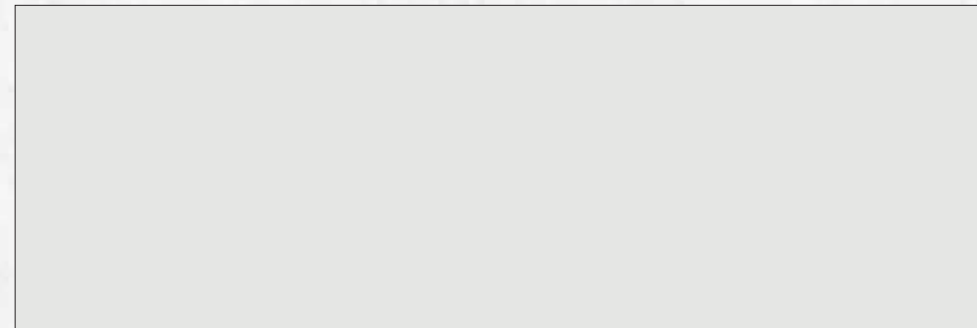
**WOODGRAINS:** The exuberance of nature comes alive with the unique collection of woodgrain Armour range to give a wood like appearance to your exteriors.



**PATTERNS:** Embrace the exotic wide array of abstract designs and attractive patterns to make your home's exterior look appealing.



**SOLIDS:** To fulfill your desire for plain yet vibrant colours, deck your home's exteriors with our wonderful collection of EWC solids range.



44757 PIAZZA

Credits: Project SNN Raj Grandeur - Bengaluru



**MERINO  
ARMOUR™**  
EXTERNAL  
CLADDING

THE  
COLLECTION  
OF ARMOURS







ARMoured EVEN WHEN  
IT POURS IN UNBELIEVABLE  
NUMBERS.

Mawsynram, India, with  
11,873 mm (467 in) of  
rain per annum.

INDIAN WEATHER TESTED.



14539 BRAZILIAN WALNUT

Credits: Ar. Arun Bhalla



14539 BRAZILIAN WALNUT



14624 BROWN WOODSCAR



10510 WALNUT BRONZE



14640 BRAN BAMBUS







10451 ORLANDO WALNUT



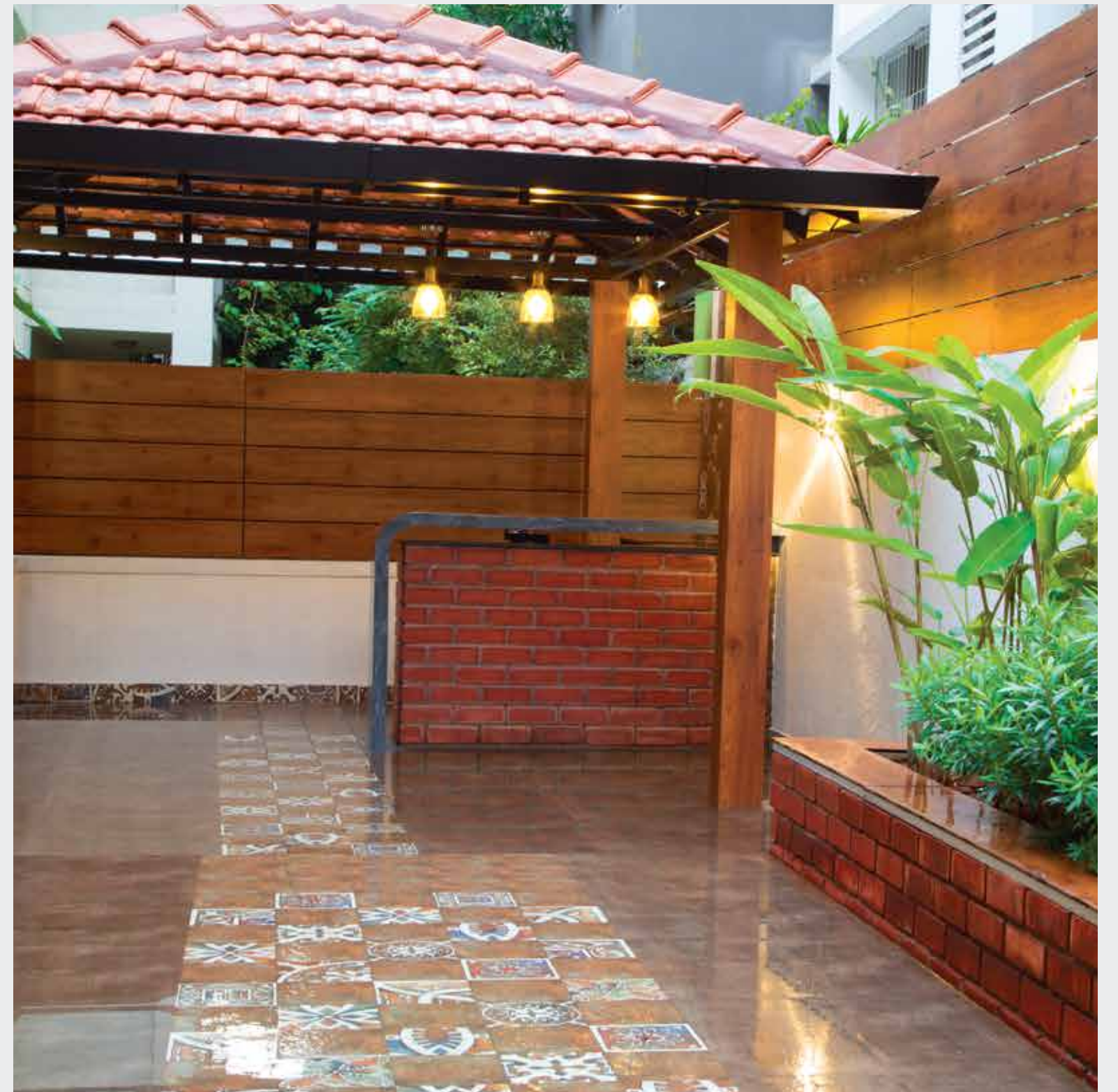
10659 NOVOCENO PINE



14177 COLUMBIAN WALNUT



14620 PECONIC CHESTNUT



10659 NOVOCENO PINE

Visual representation of Armour EWC on Exteriors





10699 MAHAGONY

Credits: Ar. Srrot, Shalimar Bagh



10019 SAPELLE



10592 ORCHARD DELIGHT



10699 MAHAGONY



10197 NICE WOOD





14638 ORDER PEAR WOOD



14530 TROPICAL WALNUT



14675 EBONY SEPIA



10243 MALAGASI WENGE



10496 TINSEL WOOD



14142 AUBURN OAK



10511 MYSTIQUE WALNUT



**MERINO  
ARMOUR™**  
EXTERNAL  
CLADDING

THE  
COLLECTION  
OF ARMOURS







ARMoured EVEN  
WHEN IT GETS  
SCORCHINGLY HOT.

Phalodi city, Jodhpur, heats up  
at 51 degrees Celsius.

INDIAN WEATHER TESTED.

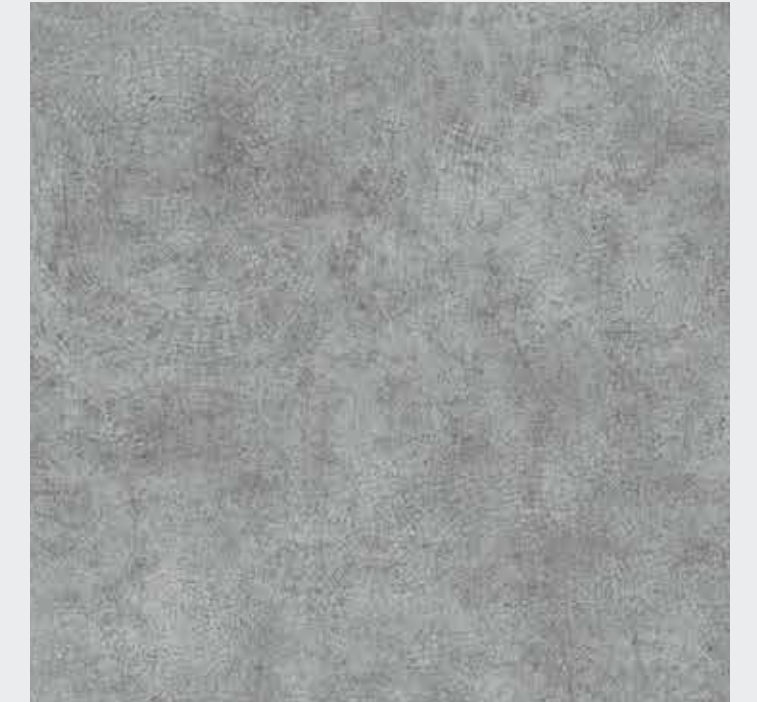


40232 SOFT TRAVERTINE

Credits: Harish Suri, Punjabi Bagh, Delhi



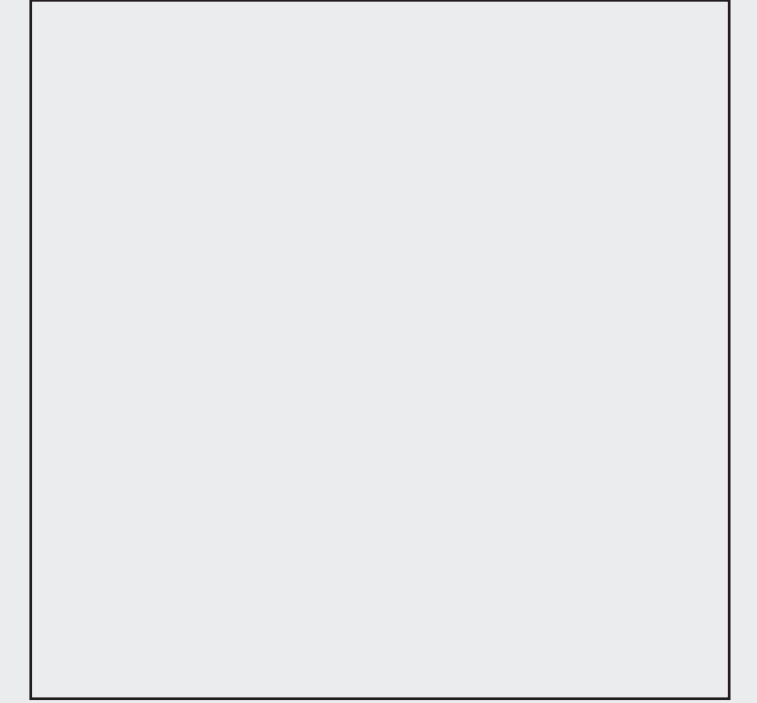
40232 SOFT TRAVERTINE



44775 CRUMPLE CONCRETO



40266 MOLTEN GRANITE



40214 SKY MARBLE







44759 RUSTIC PARCHED STONE



44773 RUSTIC DREAMS



40267 GOLDEN CAMPINO



44757 PIAZZA



44773 RUSTIC DREAMS, 44757 PIAZZA

Visual representation of Armour EWC on Exteriors







14690 ALHAMARA WOOD



44762 ALIES MICAS



14178 CHERRY WALNUT



44789 RUSTY OXID METAL



44789 RUSTY OXID METAL

Visual representation of Armour EWC on Exteriors



**MERINO  
ARMOUR™**  
EXTERNAL  
CLADDING

THE  
COLLECTION  
OF ARMOURS





SOLIDS



ARMoured EVEN  
WHEN IT FREEZES IN  
CHILLING WINTERS.

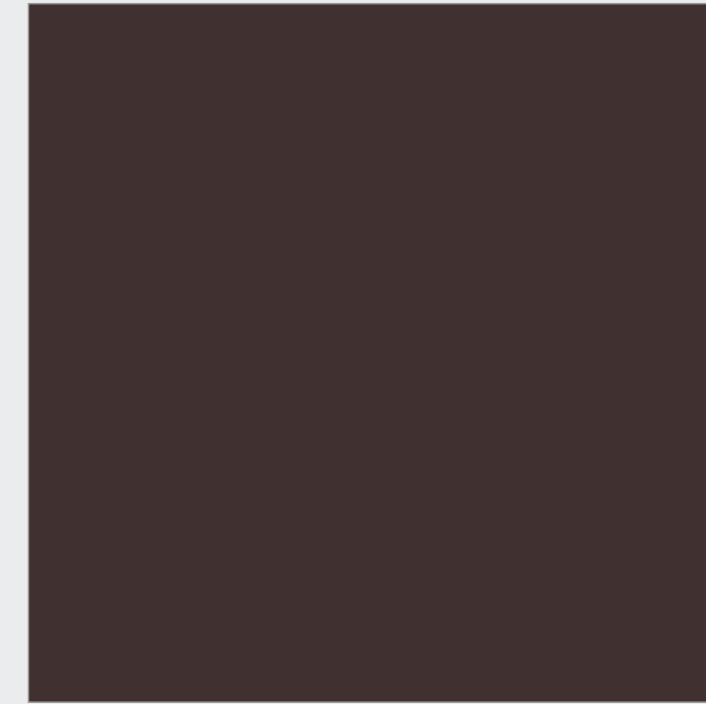
Dras, Jammu & Kashmir,  
hits as low as -22° C.

INDIAN WEATHER TESTED.

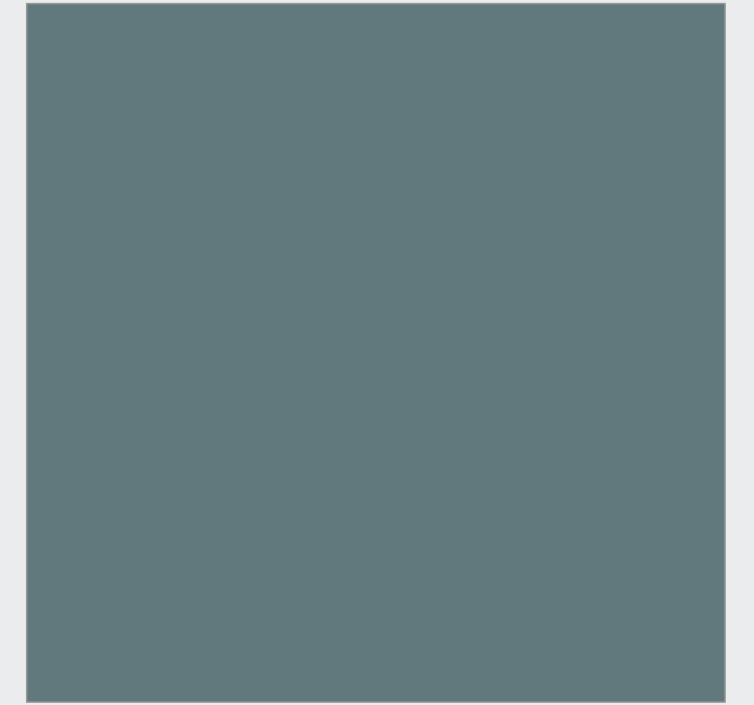


21127 TAN

Visual representation of Armour EWC on Exteriors



22109 PEARL BLACK



22112 ADRIATIC BLUE



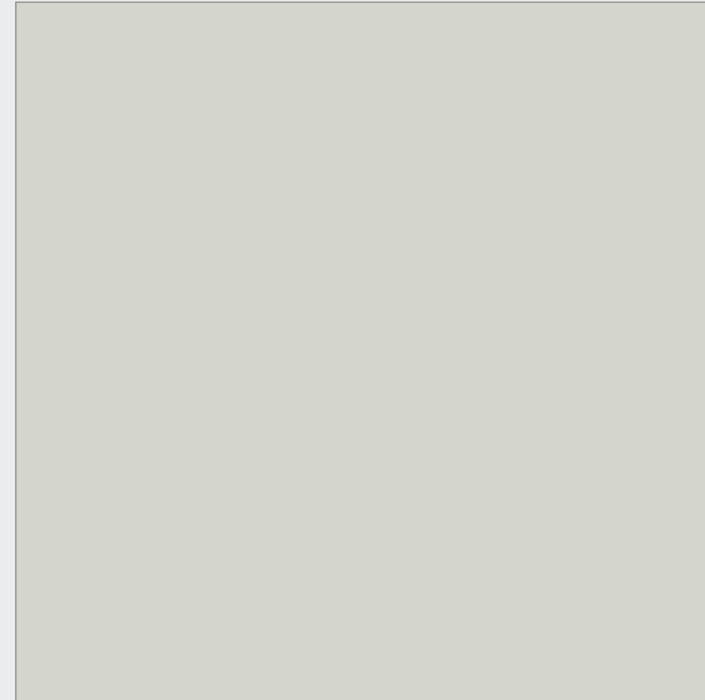
21127 TAN







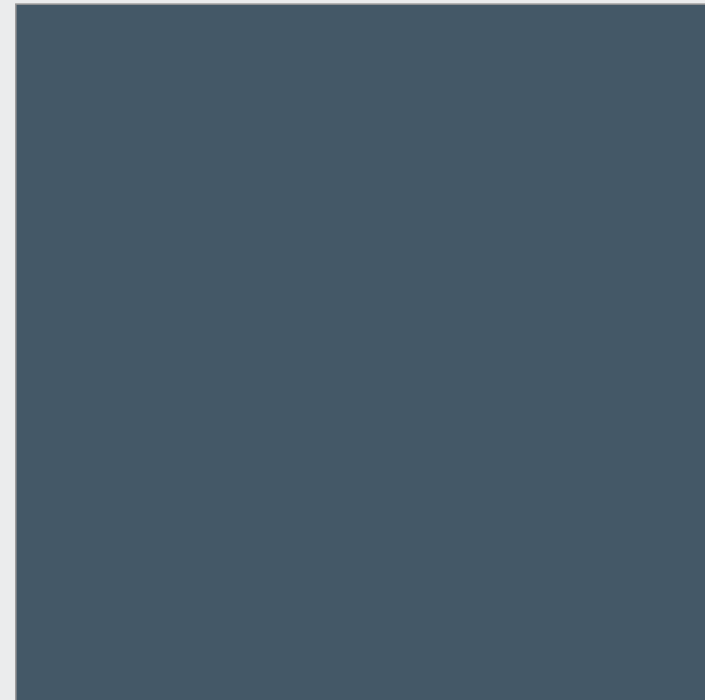
21155 CAMEL



21069 SILVER GREY



22119 AUTUMN LEAF



22102 TROOPER

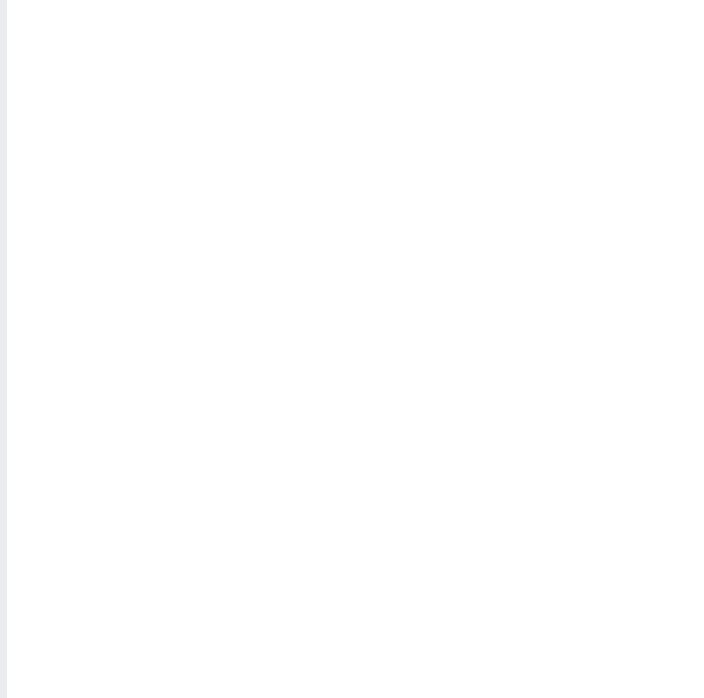


22119 AUTUMN LEAF, 22102 TROOPER, 21069 SILVER GREY

Visual representation of Armour EWC on Exteriors







21341 INTERIOR WHITE



22017 PARAKEET



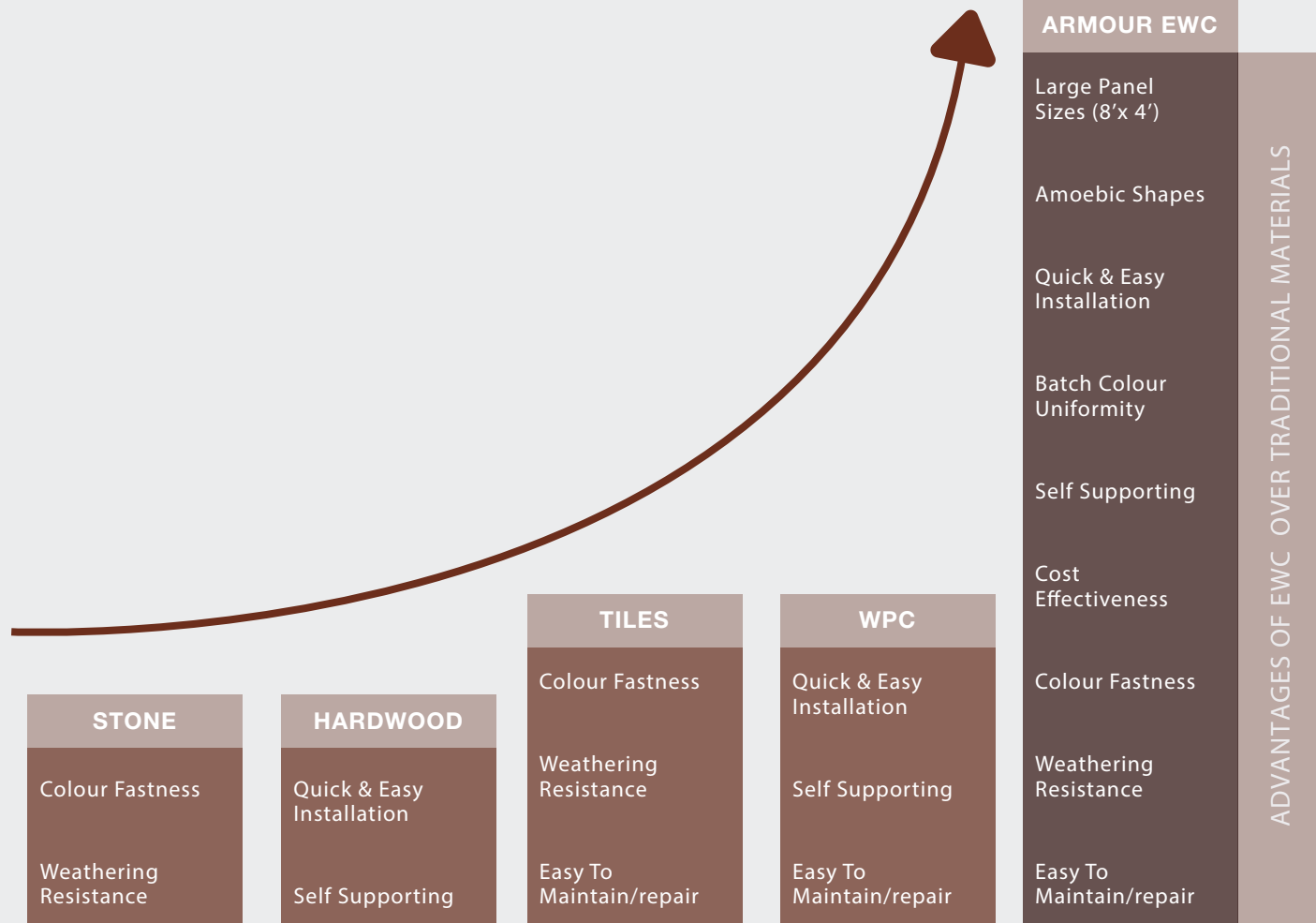
Visual representation of Armour EWC on Exteriors





## EXTERIORS NOW EVOLVED TO ARMOUR

Merino Armour External Wall Claddings are more evolved and tough when compared with other cladding materials. Not only is it backed by superior technology and great designs, it also surpasses others across all parameters, hands down.



## JUST ARMOUR IT UP

3 EASY AND QUICK SCHEMATICS TO INSTALL ARMOUR EWC

### ADHESIVE:

This uses a 3M adhesive to fix the panel. It gives a clean look and is relatively cheaper.

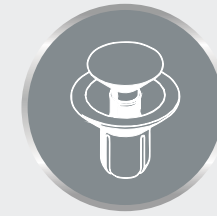


ADHESIVE



### RIVETED:

It uses a powder-coated rivet and is a more trusted and extensively tested method. It makes the panel strong and durable.



RIVETED



### Z-CLIP:

Imported channels are used for fixing the panels which makes it easy to install and even replace.



Z-CLIP

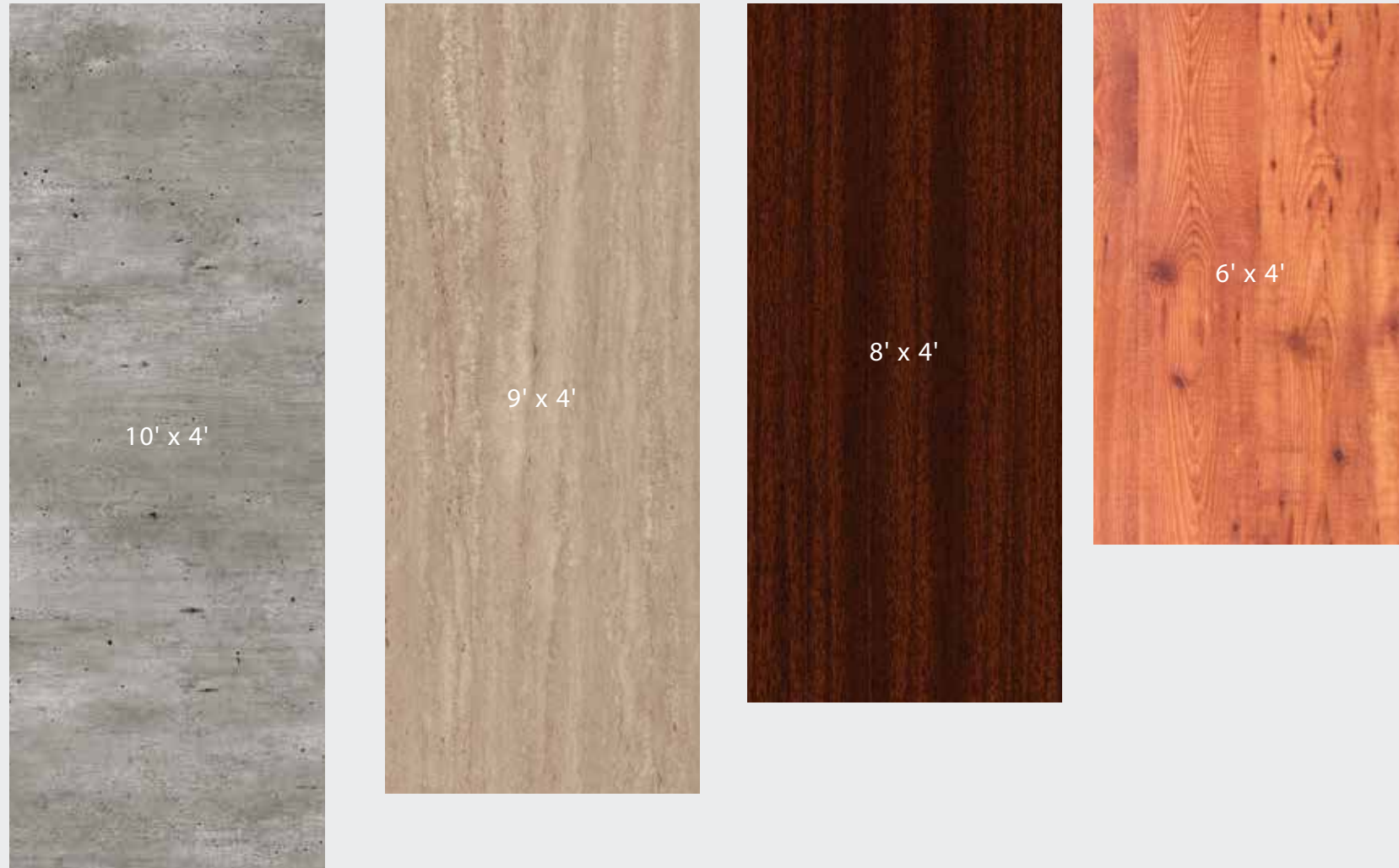




## ARMOUR'S AVAILABLE DIMENSIONS

Merino Armour EWC panels is readily available in the following four standard sizes and thickness:

### AVAILABLE FULL SIZES WALL CLADDING\*



### THICKNESS\*



\* Each cladding sheet is available in 4 different panel sizes and 3 thicknesses. The cladding sheet can be customised according to customer needs.

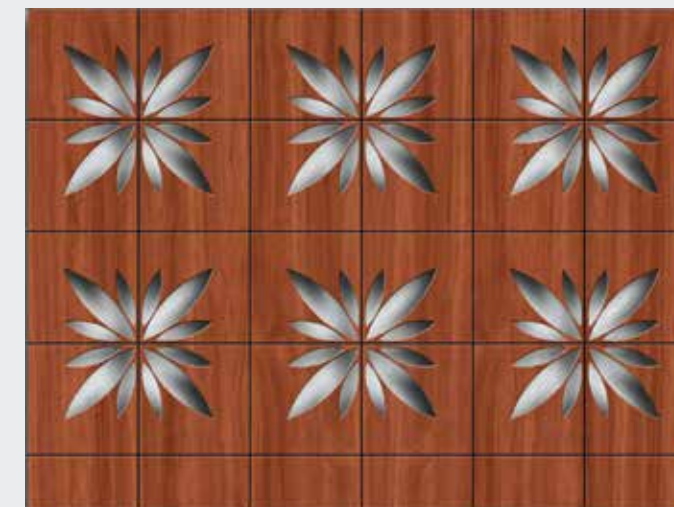
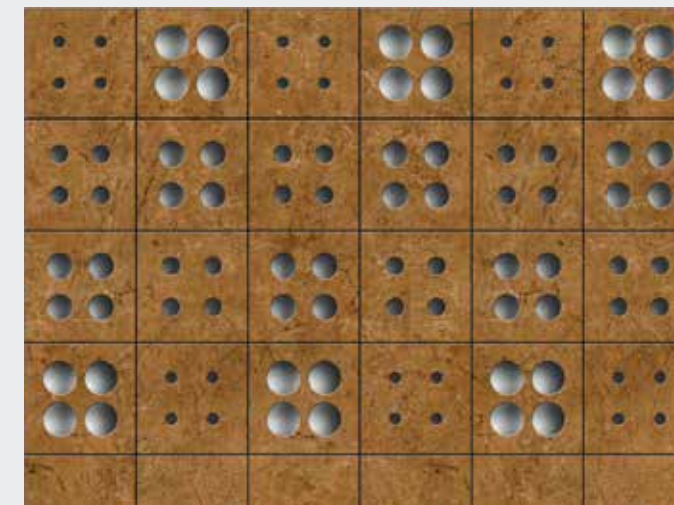


## CUSTOMISE YOUR EXTERIORS IN AN INNOVATIVE WAY

We give you the freedom to imagine, innovate and customise your exteriors with your creative instincts and give them a strikingly appealing look. With varying forms and outputs to customized shapes, Merino Armour suits various design philosophies. Armour's External Wall Cladding panels can be made available in quad forms like tiles and planks **but the possibilities to customise your exteriors using Armour's perforation technique are limitless...**

Armour's perforation technique fulfills all your design needs and aspirations as it gives you the power to opt for any customised form. Choose any geometrical shape (involving straight cut), abstract patterns or perforable designs that inspires you to add a revitalising expression to the exterior.

### PERFORATION



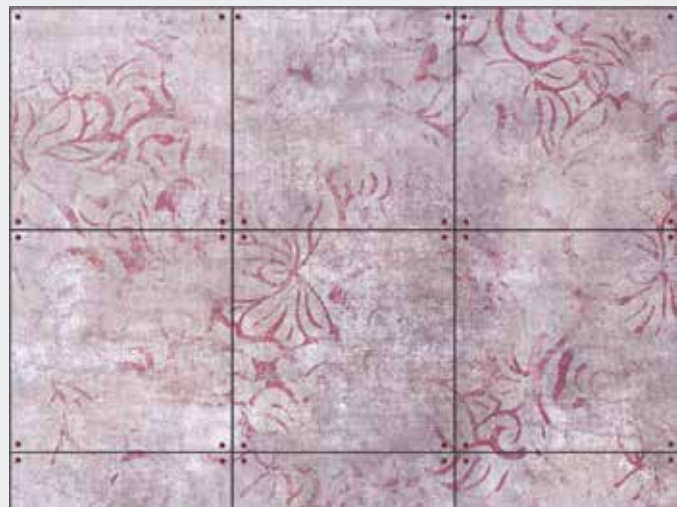
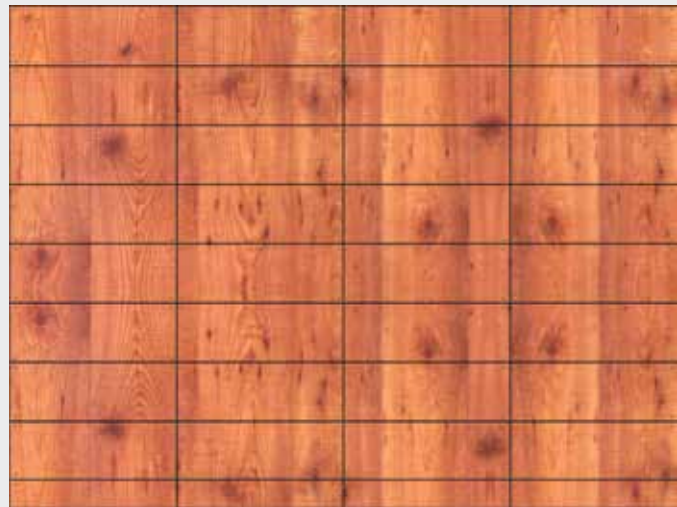
\* These shapes are shown for reference only. The EWC can be customised according to your design needs.



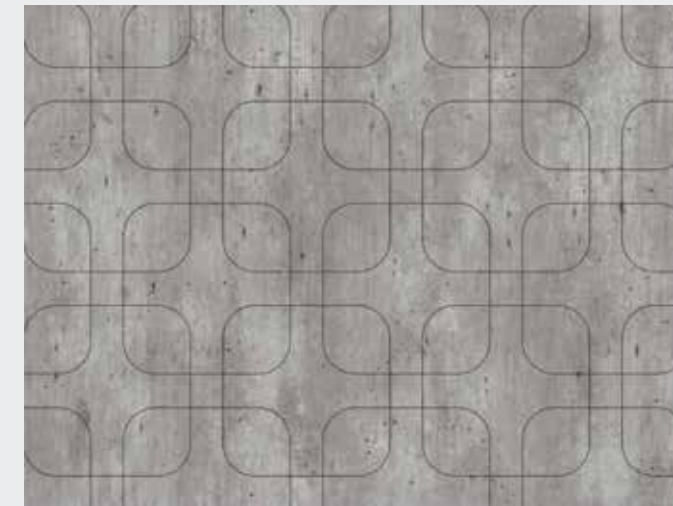
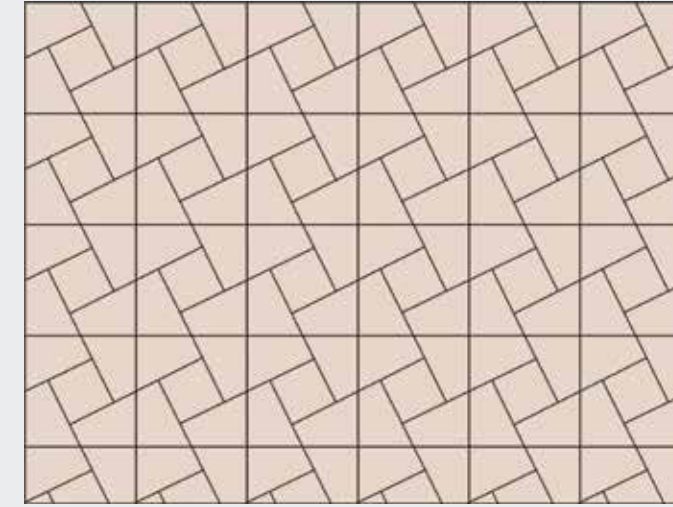
Credits: Alkesh Gangawal and Associates, Aurangabad (Architect and Interior Designer), Sebastian Zachariah (Photography).



## TILES AND PLANKS



## ROUTING



## HIGHLY DECORATIVE

- Multitude of Designs - Woodgrains / Patterns / Solids
- Sizes - Different Sizes of panel are available enabling project optimization.
- Shapes - Different Shapes can be offered. (Even amoebic shapes are possible )
- Configuration - Designed for vertical and horizontal panel configurations
- Look - Clear, Sharp edges gives a neat and clean look to the exterior
- Format - Big Format panels can reduce number of lines associated with edges giving neat look to the exterior.
- Rivets - Matching colour rivets are easily available in the market