

**The Cliff**  
CARBON & CERAMIC

THE MIRACLES  
OF GYPSUM

IN WIDE RANGE OF GYPSUM BOARD AND PLASTERS THAT MATCH YOUR  
MOODS AND INTERNATIONAL STANDARDS AS WELL

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INSTINCTS Group of Companies having business experience in Sanitarywares and Ceramics industry since last 27 years.

Looking to the pace and demand of construction industries, INSTINCTS has significantly expanded its base and business scope, beside Sanitarywares now Gypsum Board and Gypsum Plaster of various type of sizes, grades products.

Having strong engineer team, R & D department, machinery capacity from small to large, automation degree from low to high, this can meet the customer's special requirements.

## About Us

The CLIFF, a division of INSTINCTS group has specialised in the formulation of various grade of Plaster Powder, Gypsum Board and Ceiling Tiles.

Through our well-equipped modern plant and laboratory, we perform advance tests, research and development in the plastering, old, new build and refurbishment projects of Housing, Commercial, Industrial and Public sectors.

The CLIFF has developed a comprehensive range of lightweight gypsum based building materials to give the architects, interior designers, contractors and designers with required tools to relinquish unlimited creativity and imaginations.

The CLIFF products are with high purity of natural gypsum. The CLIFF commits to develop a strong customer relationship management with its sales, marketing and with technical team.

## The Cliff Gypsum Board

Board is an interior wall and ceiling product, with significant properties of durability and stability. The CLIFF Board is composed of Standard Gypsum plaster core encased in heavy duty face and backing liner paper.

The CLIFF Board is newly developed products, Unique advantage of high strength and absorption having own intellectual property right and wide market development prospects.

It can be quickly assembled on site, Partitions consist of single layer of The CLIFF Board, screwed to light weight cold rolled metal section, When completed, these lightweight partitions weigh much less than normal partitions of comparable thickness, which can affect savings of cost. These are helpful for making cubicles and cabins, we offers a comprehensive range of drywall and ceiling systems to meet the practical and performance needs of both new build and renovation projects in the housing, commercial, industrial and public sectors.



# THE MIRACLES OF GYPSUM



Acoustic



Gypsum Board



Gypsum Board



Stucco



Mould



“Our products are manufactured from Natural Gypsum”



Natural Gypsum



## Benefits:



### Economy:

Gypsum board is readily available and easy to apply.



### Durability:

Using gypsum board results in strong high-quality walls and ceilings with excellent dimensional stability and durability. The surfaces are easily decorated and re-nishad.



### Versatility:

Gypsum board satisfies a wide range of architectural design requirements. Ease of application and repair, high performance, widespread availability, and decorative adaptability combine to make gypsum board an unmatched surfacing product.



### Sound Attenuation:

Control of unwanted sound transmission to adjoining rooms is a key consideration in the design or renovation stage of a building or residence. Gypsum board wall and ceiling systems help control sound transmission.



### Safety:

1. Standard plasterboard is not classified as hazardous as the product is non-toxic and Non-ammable.
2. Our products manufactured from Natural Gypsum.

## Application areas:

The CLIFF Standard Board is suitable for normal conditions, for ceiling panels and interior walls.



## Technical Specifications:

<b>Dimensions</b>	Standard – 1220 x 1830 mm
<b>Thickness</b>	Standard – 8 mm / 10 mm / 12 mm
<b>Colour</b>	Face : Ivory Back : Dark Brown
<b>Edge</b>	Tapered, the standard convenient type Squared





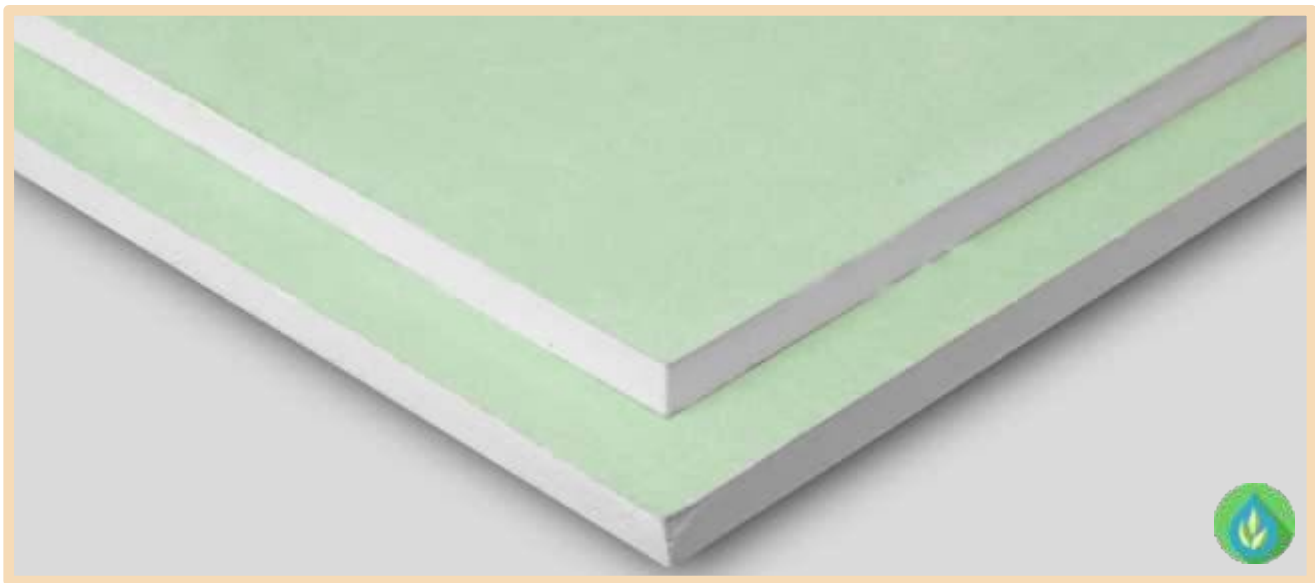


“COMINGSOON.....”

## The Cliff Moisture Resistant Gypsum Board

### Technical Specifications:

<b>Dimensions</b>	Standard – 1220 x 1830 mm
<b>Thickness</b>	Standard – 12 mm
<b>Colour</b>	Face : Green Back : Dark Brown
<b>Edge</b>	Tapered, the standard convenient type *Squared



- It will absorb less than 5% of moisture in 24 hours of direct exposure.
- Applicable areas are all kinds of wet area including bathrooms, restrooms, pantry and kitchen areas



“COMINGSOON.....”

The Cliff Fire Resistant Gypsum Board

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### Technical Specifications:

<b>Dimensions</b>	Standard – 1220 x 1830 mm
<b>Thickness</b>	Standard – 12 mm
<b>Colour</b>	Face : Pink Back : Dark Brown
<b>Edge</b>	Tapered, the standard convenient type *Squared



- Fire Resistance Board can Provide Fire rating up to 4 hours.
- High traffic areas like airports, hospitals, educational institutes.
- Areas having valuable data like server rooms. Emergency escape areas like emergency stairs and elevators. All type of shafts and column and beam structures.



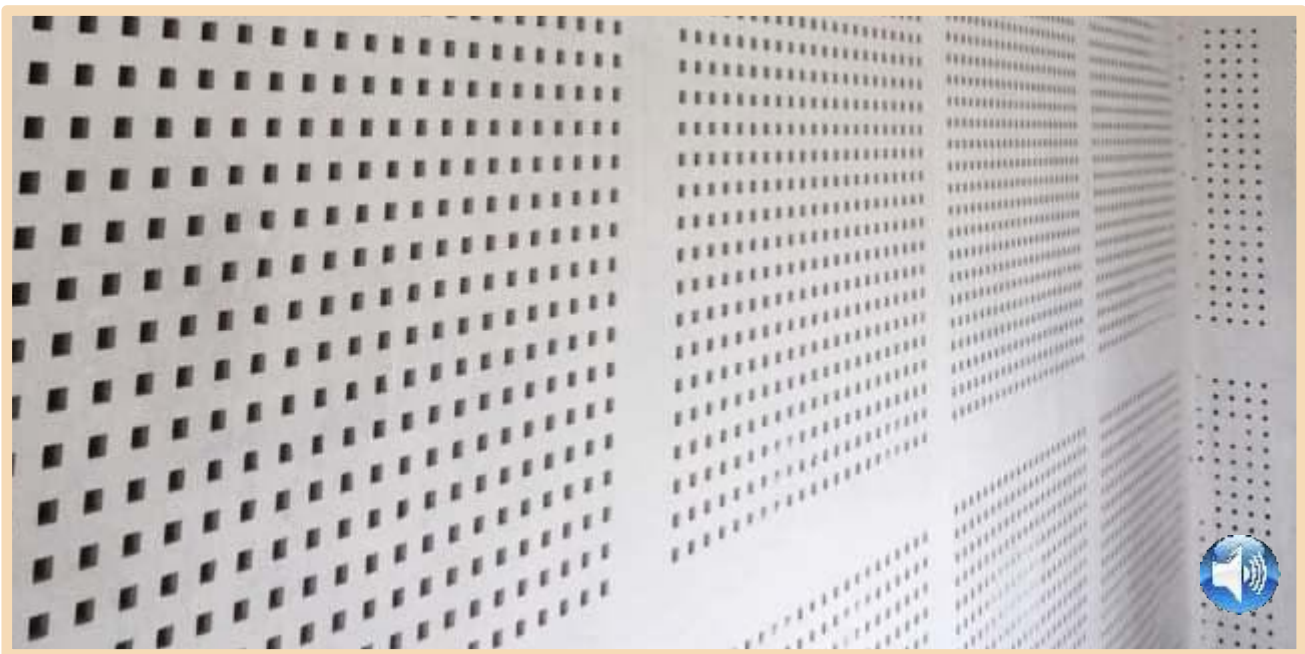
“COMINGSOON.....”

## The Cliff Sound Absorption GypsumBoard



### Technical Specifications:

<b>Dimensions</b>	Standard – 1220 x 1830 mm
<b>Thickness</b>	Standard – 10 mm / 12 mm
<b>Colour</b>	Face : Ivory Back : Brown
<b>Edge</b>	Tapered, the standard convenient type Squared

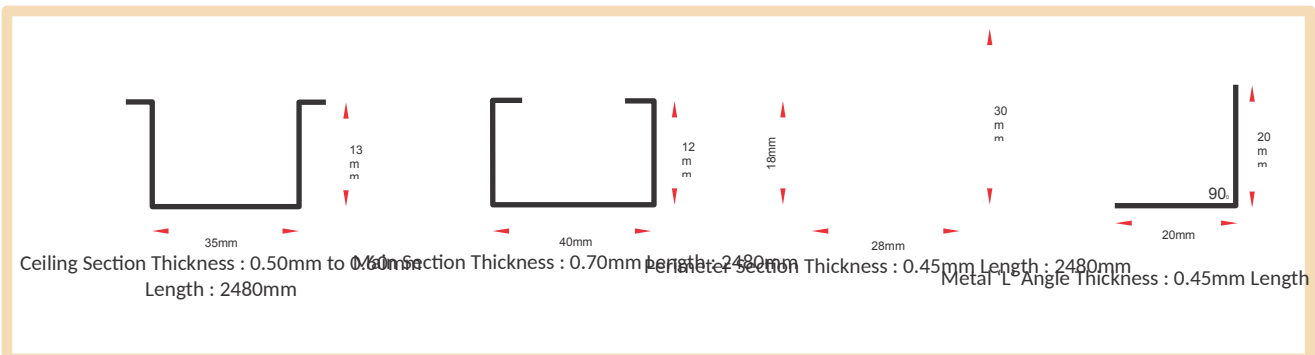
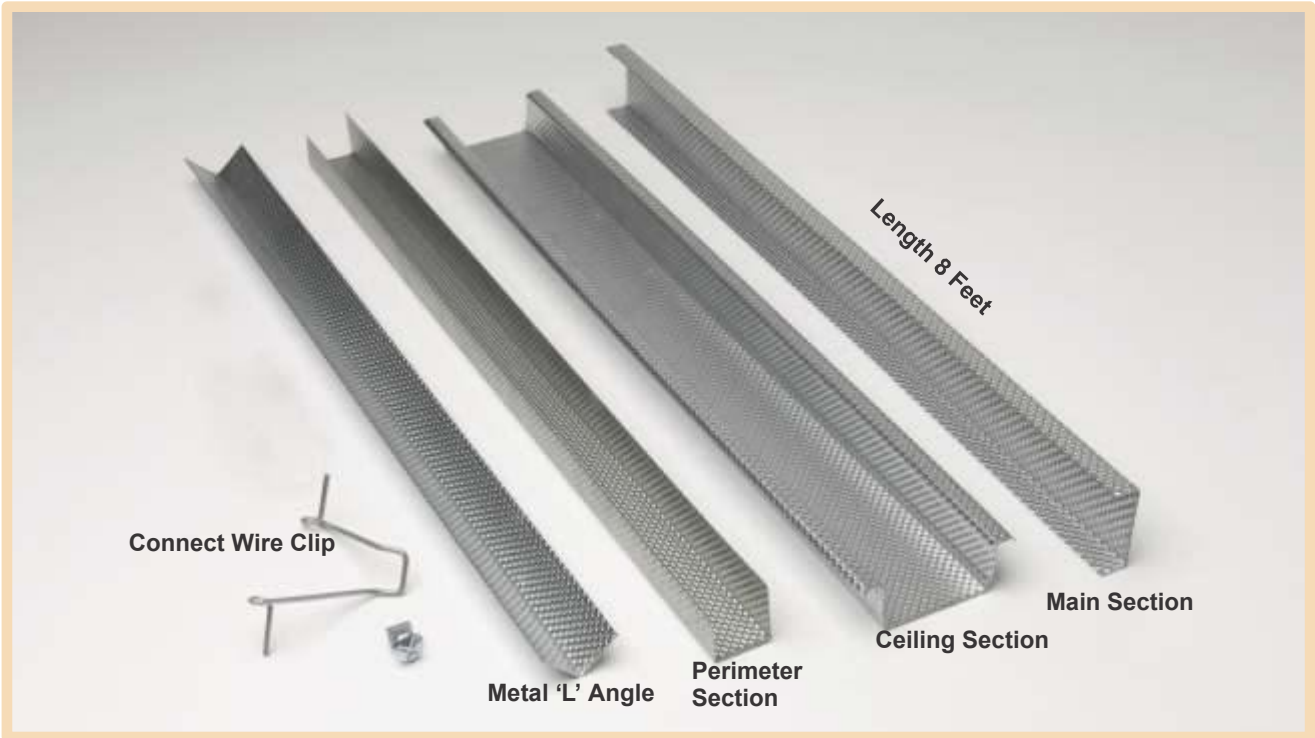
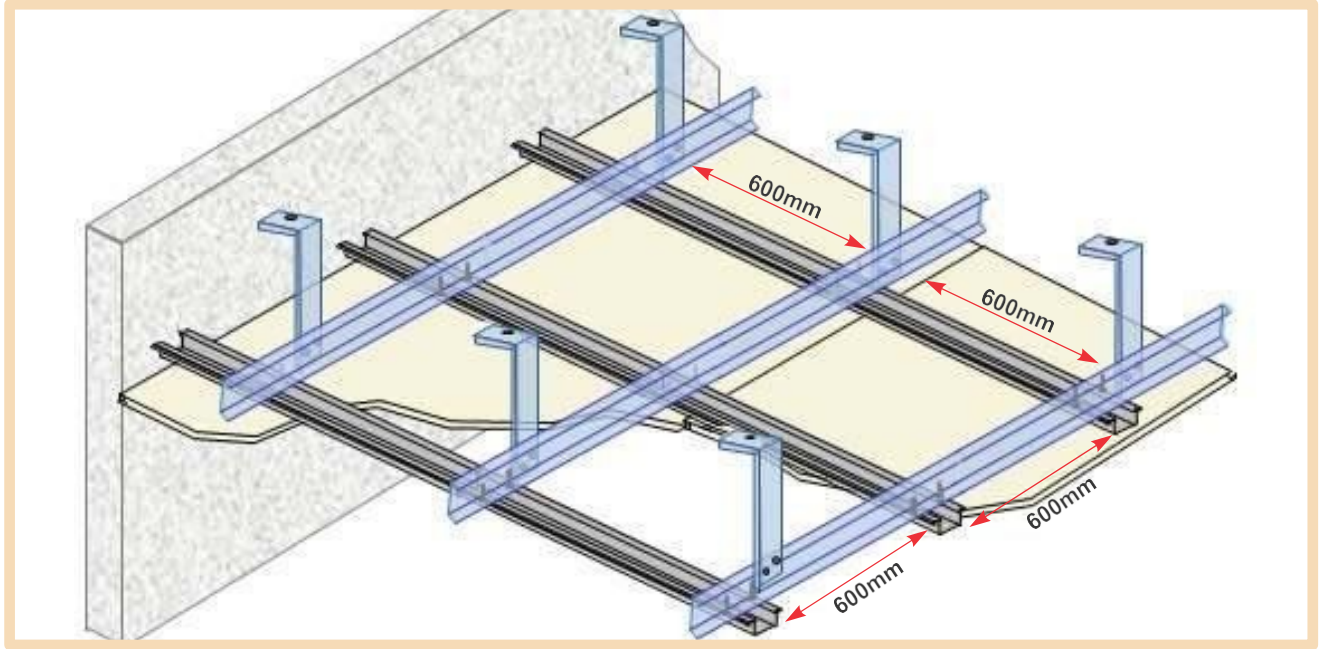


- The CLIFF Sound Absorption Gypsum Board can provide NRC value up to 0.85.
- Area where better speech quality is required like Conference or Seminar Rooms, Areas where reverberations or noise needs to be reduced like Airports, Railway stations, of ces and Hospitals.





# Ceiling System



# The Cliff Jointing Compound

Jointing compound, is the product professional drywall installers use to top off taped joints. Because it's lightweight and quick-drying..

The standard process calls for a minimum of three coats of joint compound each coat must be dry before the next one is applied and before the final sanding. In the end what you end up with as a finished product is a wall or ceiling that is primarily a paint covered paper surface.

## Application:

- ✖ Put some clean cold water into a mixing bucket and pour in some of the powder.
- ✖ Stir properly, add required powder if necessary, mix it for 30 minutes or so. After this time you'll need to mix a fresh batch as it will have started to go off.
- ✖ Use a trowel to scoop. Take a little of the compound on a wide spatula and hold it at around 30 degrees to the base of the wall at the bottom of the joint.
- ✖ Spreading a smooth band of jointing compound along the tapered section and over the tape. When all the joints are covered, go over all the recessed screw heads.
- ✖ Allow the jointing compound to dry then mix another batch. Repeat the process of applying a second smooth layer over all the joints.
- ✖ Cover previously coated fastener heads with a final coat of compound, laid in a different direction, extending beyond the previous coat & Allow to dry and harden for at least 24 hours.
- ✖ Use proper 150-220 grit mesh sandpaper and sanding block, carefully sand the joint to a smooth, even finish.
- ✖ Avoid scuffing the paper face of the plasterboard where it touch the compound.



# The Cliff Gypsum MouldPlaster

## Description:

The CLIFF Gypsum powder, has specialized in the formulation of various grade of plaster, Working with customers to develop casting technologies to improve productivity and quality.

Through our well-equipped laboratory, we perform advanced tests, research and development in the plastering field, leading the market with innovative products.

We have developed Moulding plaster which is ready to use, in the ceramic industry to produce the mould for slip casting of tableware and Sanitarywares.

It optimized for better water absorption and workability.

After 1 day it has very high strength and very smooth and white surface.

Setting time can be adjusted according to customer's requirement.

## Technical Specification:

✖ Whiteness	: 92%
✖ Residue on 200 mesh	: < 1.0 %
✖ Initial Setting Time	: 10-12 mins (As per requirement )
✖ Final Setting Time	: 20-24 mins (As per requirement )
✖ Strength (Green MOR-1 Hr.)	: 20-23 kg/cm <sup>2</sup>
✖ (DRY MOR) ( 7days)	: 40-45 g/cm <sup>2</sup>
✖ Ring Value	: >150 mm
✖ Compressive Strength Dry	: 135 kg/cm <sup>2</sup>
✖ Plaster Water Ratio	: 100 : 70

## Application for the Mould:

- ✖ Pour powder into portable water.
- ✖ For better result use low speed mixer equipped with vacuum mixing chamber.
- ✖ Wait until all or most of powder sit in water.
- ✖ Mix for minimum 2 minutes until homogenous mixture.
- ✖ Pour into the mould.
- ✖ Remove piece carefully after minimum 25 minutes.



## Silent Features:

- ✖ Premixed light weight plaster.
- ✖ Easy work ability : Easy to mix- Easy to apply
- ✖ Free from inherent shrinkage cracks.
- ✖ Classified as non combustible.
- ✖ Low Thermal conductivity\_ (Thermal Resistance)
- ✖ Light Weight- Better strength to weight ratio as compared to density
- ✖ Achieves total strength within 48 hours on complete drying (quick drying)
- ✖ Low Density, Better sound absorption, better paint coverage.
- ✖ Less water consumption- 15 liter water required for 25kg Plaster, Water curing is not required.

# The Cliff Stucco Plaster

Stucco Plaster suitable for direct application on all externally & internally lined surface like Brick, Block, Cement, Sand Plaster, Old scrap surface and RCC surface. It gives excellent bonding, better finish, good workability and setting characteristics with more retaining strength. It renders a durable finish wall on which tiling can be done faster & efficiently, it requires a minimum surface preparation before painting, has good bonding strength & self curing. It is ideal for use in green building.



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