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Lower Parel, Mumbai-400013  
www.articlad.com | +91 882828 3063, +02235174192 | Email ID: sales@articlad.com.



*Art of Cladding*

# ELEVATE BUILDING SOLUTIONS

Pioneering Excellence  
in Architectural Cladding

At **Elevate Building Solutions**, we are reshaping India's architectural landscape with innovative, high-performance cladding solutions.

Founded by **Smita Tiwari** and **Siddharth Thakker**, our mission is to make premium cladding both accessible and affordable.

With a strong commitment to the '**Make in India**' initiative, we manufacture at our state-of-the-art facility in Mumbai, ensuring that every product exemplifies cutting-edge design, durability, and refined aesthetics.

Having completed over **5.8 million square feet** of projects (as of July 2024), we have earned the trust of architects, builders, and designers nationwide. Our proprietary technologies guarantee exceptional quality and performance in every solution.

As we continue to expand, our vision remains clear: To harness India's manufacturing potential and drive a new era of architectural innovation, setting new standards of excellence and sophistication.

Originating in India, **Articlad** is a unique concoction of art and cladding, blending craftsmanship and engineering to offer exceptional concrete solutions. Guided by a '**customer first**' philosophy, we provide unmatched value, supported by a **25-year warranty** that underscores the durability and excellence of our products.

Innovative by design, Articlad redefines concrete, revealing its inherent beauty and versatility. Our flagship material, **Kratos Beton**, is a revolutionary cementitious composite, engineered for superior strength and resilience—boasting **eight times the compressive strength** of traditional concrete and enduring in diverse climates.

Crafted in our **state-of-the-art facilities**, Articlad products harmonize the elegance of natural stone with the resilience of concrete, minimizing maintenance while maximizing aesthetics. As we continue to push boundaries, Articlad remains committed to reshaping architectural cladding and building lasting trust with every project.”





# Art *of* Cladding

The art of wall cladding unveils a harmonious fusion of design and functionality, transforming walls into captivating canvases of texture and style.

With a diverse range of bricks and stones, wall cladding transforms plain surfaces into captivating canvases. Whether it's the rustic charm of bricks or the imperfection modernity of stones, each cladding choice narrates a unique story, playing a pivotal role in shaping the ambiance of interior and exterior spaces.

The artistry lies not only in the selection of materials but also in the intricate installation process, Where innovation meets craftsmanship to turn walls into captivating works of art.

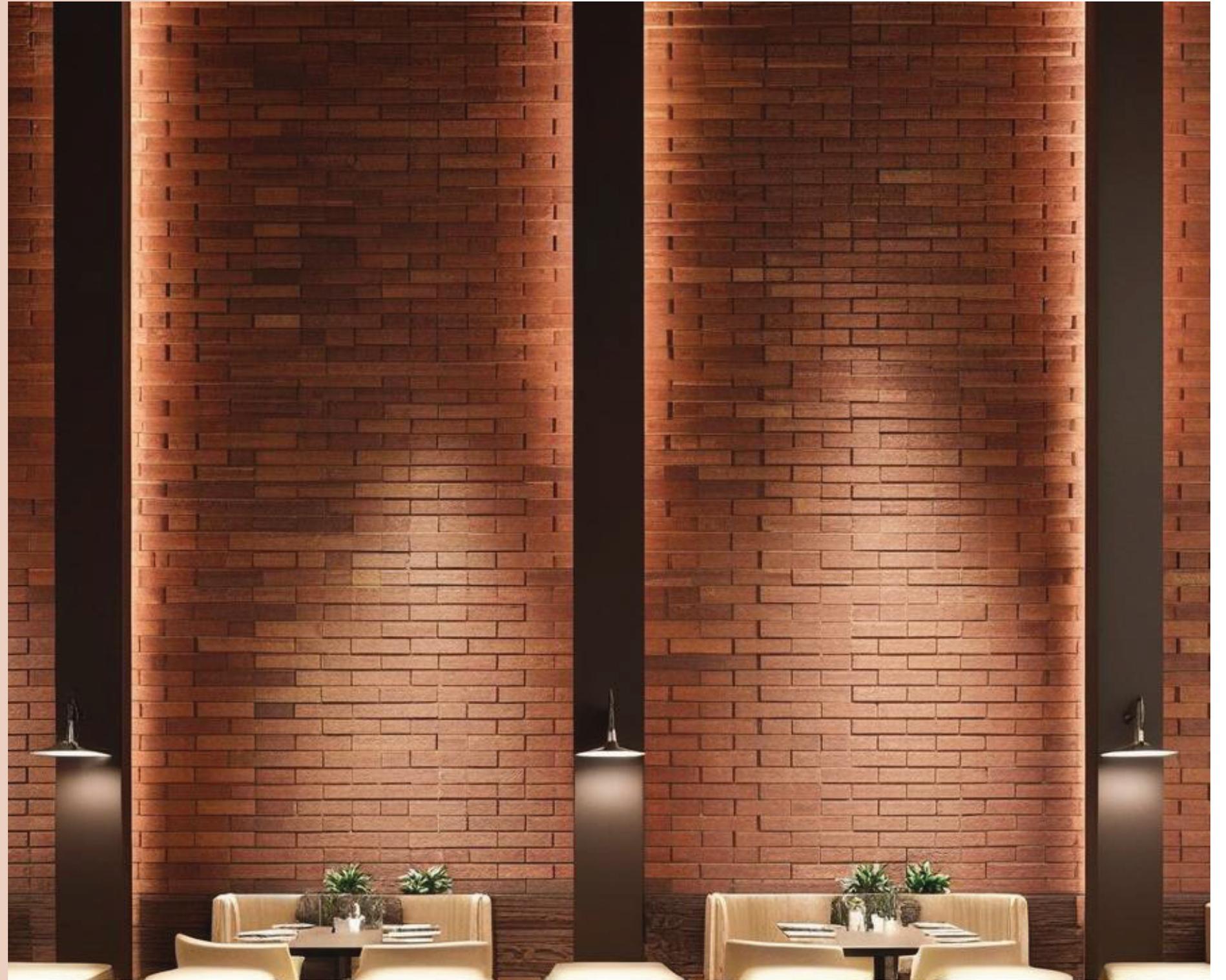
# BRICK CLADDING



ARTICLAD

# BASE BRICKS

Sculpting stories with  
basic brick canvas



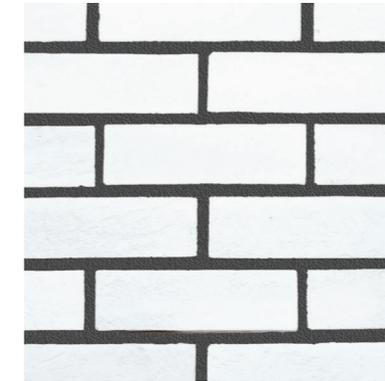
# ARTICLAD BASE BRICK



ACF101



ACF555



ACF301



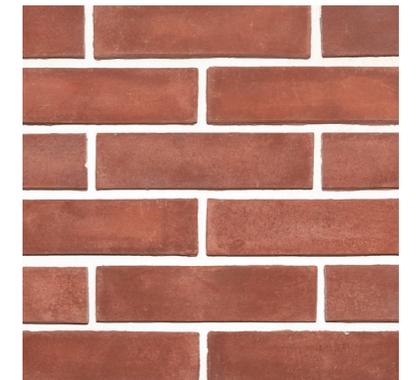
ACF201



ACF601



ACF701



Texture: Flat

Make: Aggregate Material

Size: 9" x 2.5" (+/- 2mm)

Thickness: 12-14mm (+/- 2mm)

Colours: Single tone / Multiple tones

Grade: Exterior

Density: 1700 kg / m<sup>3</sup>

ARTICLAD  
**WIRECUT**

Brick by brick,  
The wirecut way



# ARTICLAD WIRECUT



ACWR758



ACWR620



ACWR220



ACWR850



ACWR199



Texture: Wirecut  
Make: Aggregate Material  
Size: 9.5" X 2.4" (+/-2MM)  
Thickness: 12-14MM (+/-4MM)  
Colours: Single tone / Multiple tones  
Grade: Exterior  
Density: 1700 kg / m3

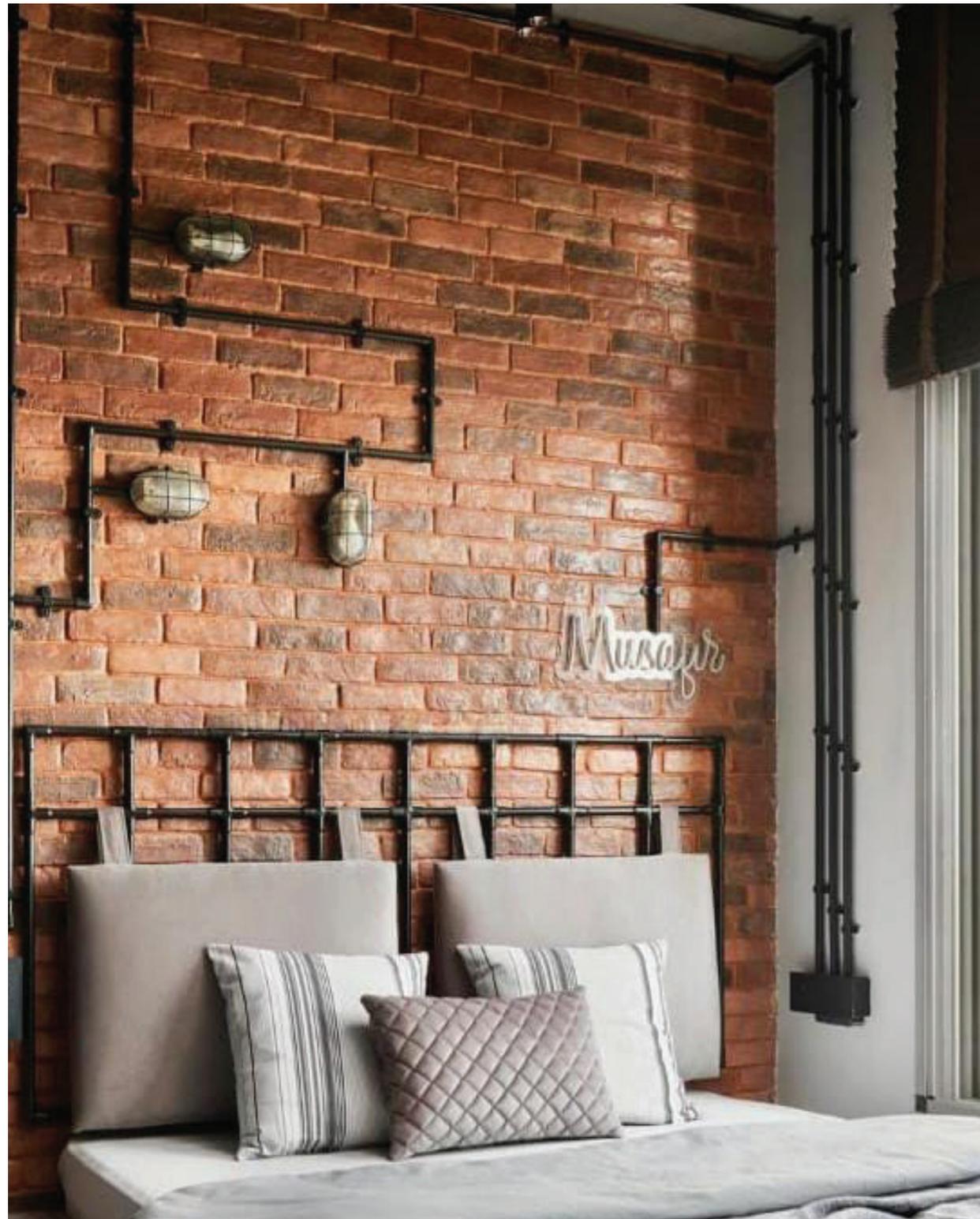
ARTICLAD

# RUSTIC

Where rustic charm meets  
Timeless craft



# ARTICLAD RUSTIC



ACR650



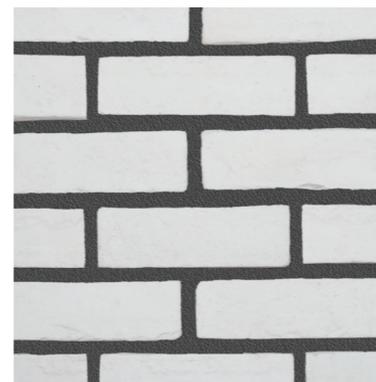
ACR101



ACR705



ACR555



ACR350



Texture: Rustic  
Make: Aggregate Material  
Size: 8"x 2.5" (+/- 2mm)  
Thickness: 12-14mm (+/- 2mm)  
Colours: Single tone / Multiple tones  
Grade: Exterior  
Density: 1700 kg / m3

ARTICLAD

# GERMAN BRICKS

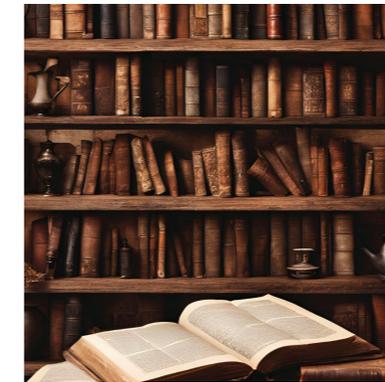
Walls with legacy,  
bricks with german soul



# ARTICLAD GERMAN BRICKS



ACG501



ACG575



ACG510



ACG555



ACG540



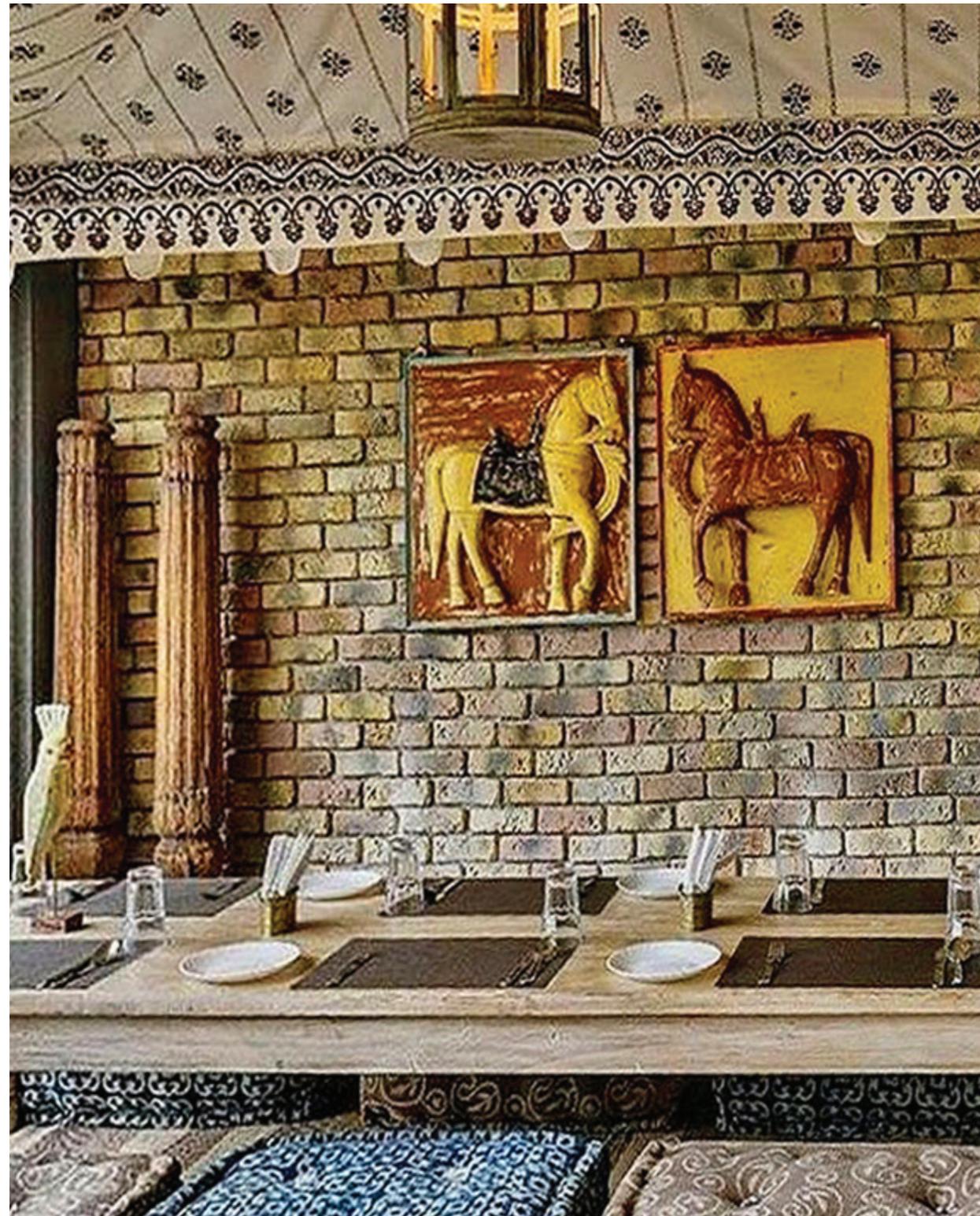
**Texture:** German Handmade  
**Make:** Aggregate Material  
**Size:** 8"x 2.5" (+/-2mm)  
**Thickness:** 12-14mm (+/- 2mm)  
**Colours:** Single tone / Multiple tones  
**Grade:** Exterior  
**Density:** 1700 kg / m3

ARTICLAD  
**WORN  
OUT**

Walls that whisper history



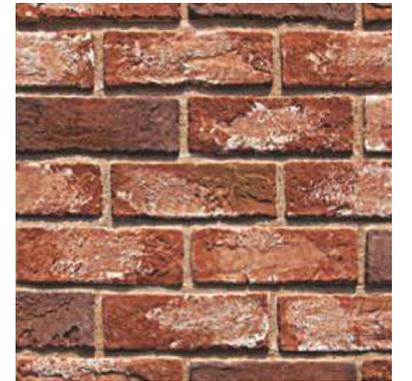
# ARTICLAD WORN OUT



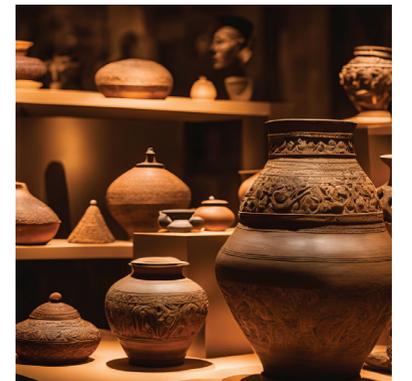
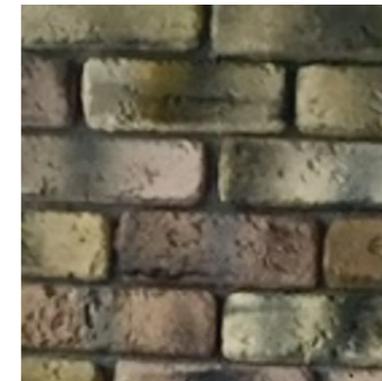
ACW350



ACW560



RTB05



ACW180



ACW170



Texture: Worn Out  
Make: Aggregate Material  
Size: 8" x 2.5" (+/- 2mm)  
Thickness: 12-14mm (+/- 2mm)  
Colours: Single tone / Multiple tones  
Grade: Exterior  
Density: 1700 kg / m<sup>3</sup>

ARTICLAD  
**TRAVERTINO**

Where vintage charm meets  
modern craft



# ARTICLAD TRAVERTINO



ACT203



ACT350



ACT199



ACT555



ACT201



**Texture:** Travertino  
**Make:** Aggregate Material  
**Size:** 11.8"x 2" (+/-6mm)  
**Thickness:** 18-20mm (+/- 4mm)  
**Colours:** Single tone / Multiple tones  
**Grade:** Exterior  
**Density:** 1700 kg / m3

ARTICLAD

# OLD BRICK

Old world charm,  
Reimagined.



# ARTICLAD OLD BRICK



ACE080



ACE050



ACE020



ACE010



ACE060



Texture: Old Brick  
Make: Aggregate Material  
Size: 224mm x 70 mm (+/- 2mm)  
Thickness: 18mm (+/- 2mm)  
Colours: Single tone / Multiple tones  
Grade: Exterior  
Density: 1700 kg / m3

# STONE CLADDING



ARTICLAD

# FIELD STONE

The artistry of stone  
unearthed



# ARTICLAD FIELD STONE



ACSF167



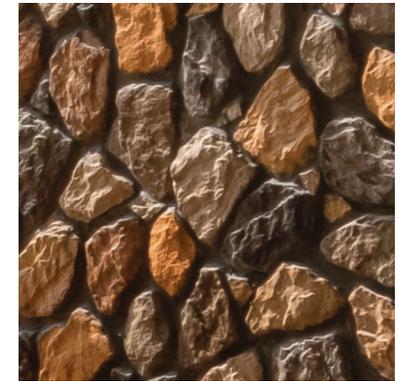
ACSF182



ACSF204



ACSF107



ACSF101

**Texture:** Field Stone Handmade  
**Make:** Aggregate Material  
**Size:** L 120-390 X 50-220 (mm)  
**Thickness:** 22-35mm  
**Colours:** Single tone / Multiple tones  
**Grade:** Exterior  
**Density:** 1700 kg / m3

ARTICLAD

# GRAND SIENNA

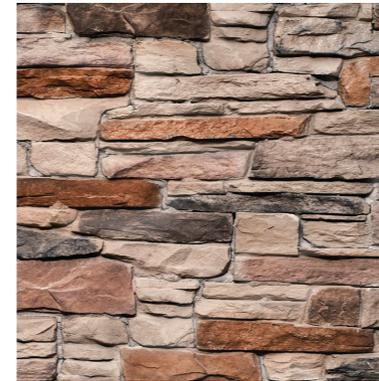
The warmth of sienna,  
The strength of stone



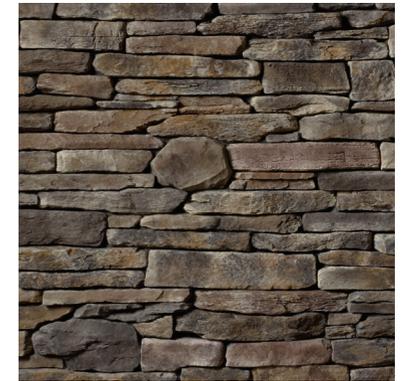
# ARTICLAD GRAND SIENNA



ACSGS323



ACSGS302



ACSGS312



ACSGS341



ACSGS350



Texture: Grand Sienna  
Make: Aggregate Material  
Size: L 120-390 X 50-220 (mm)  
Thickness: 22-35mm  
Colours: Single tone / Multiple tones  
Grade: Exterior  
Density: 1700 kg / m3

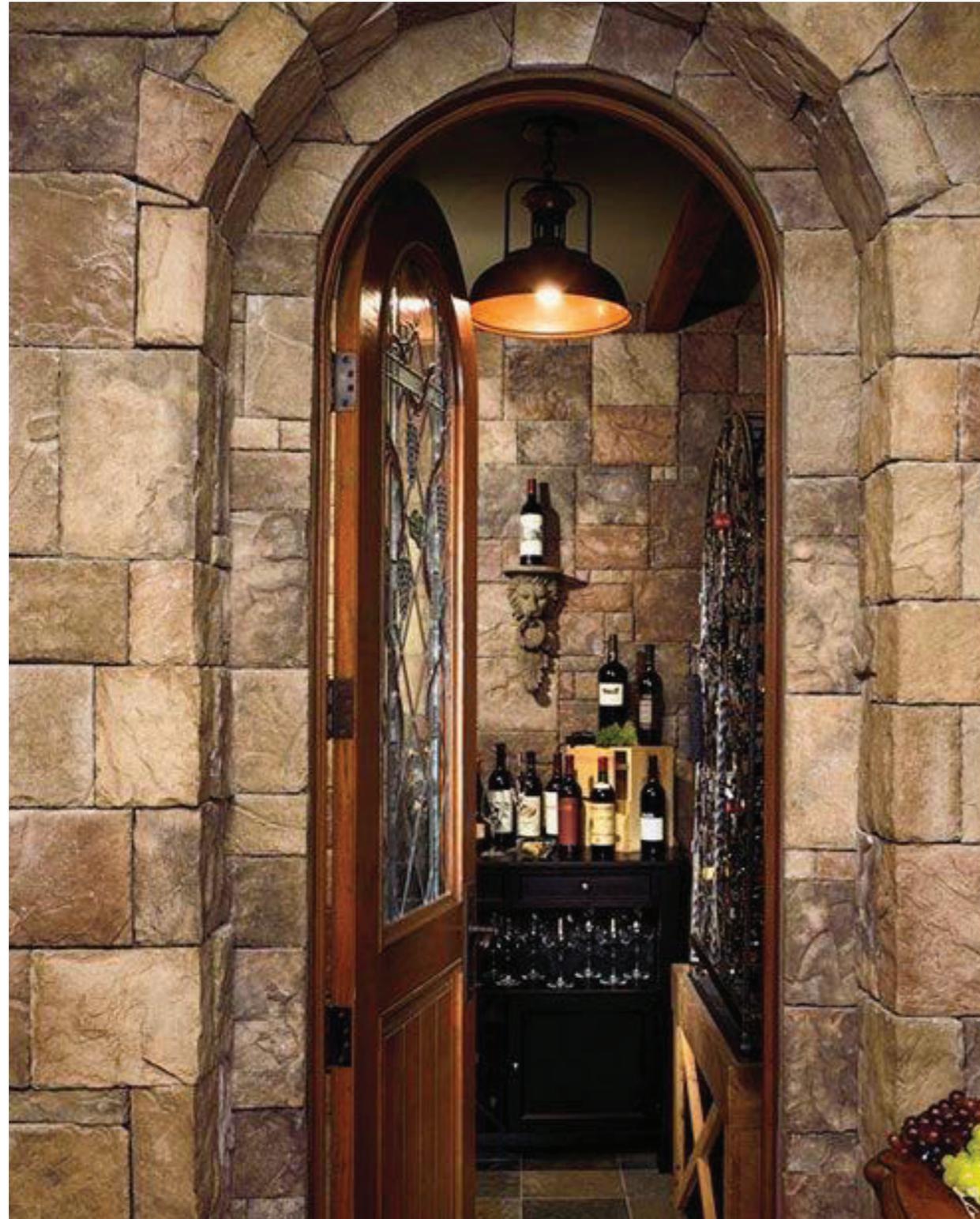
ARTICLAD

# EUROPEAN CASTLE STONE

European elegance, cast in stone



# ARTICLAD EUROPEAN CASTLE STONE



ACSE422



ACSE412



ACSE458



ACSE400



ACSE437

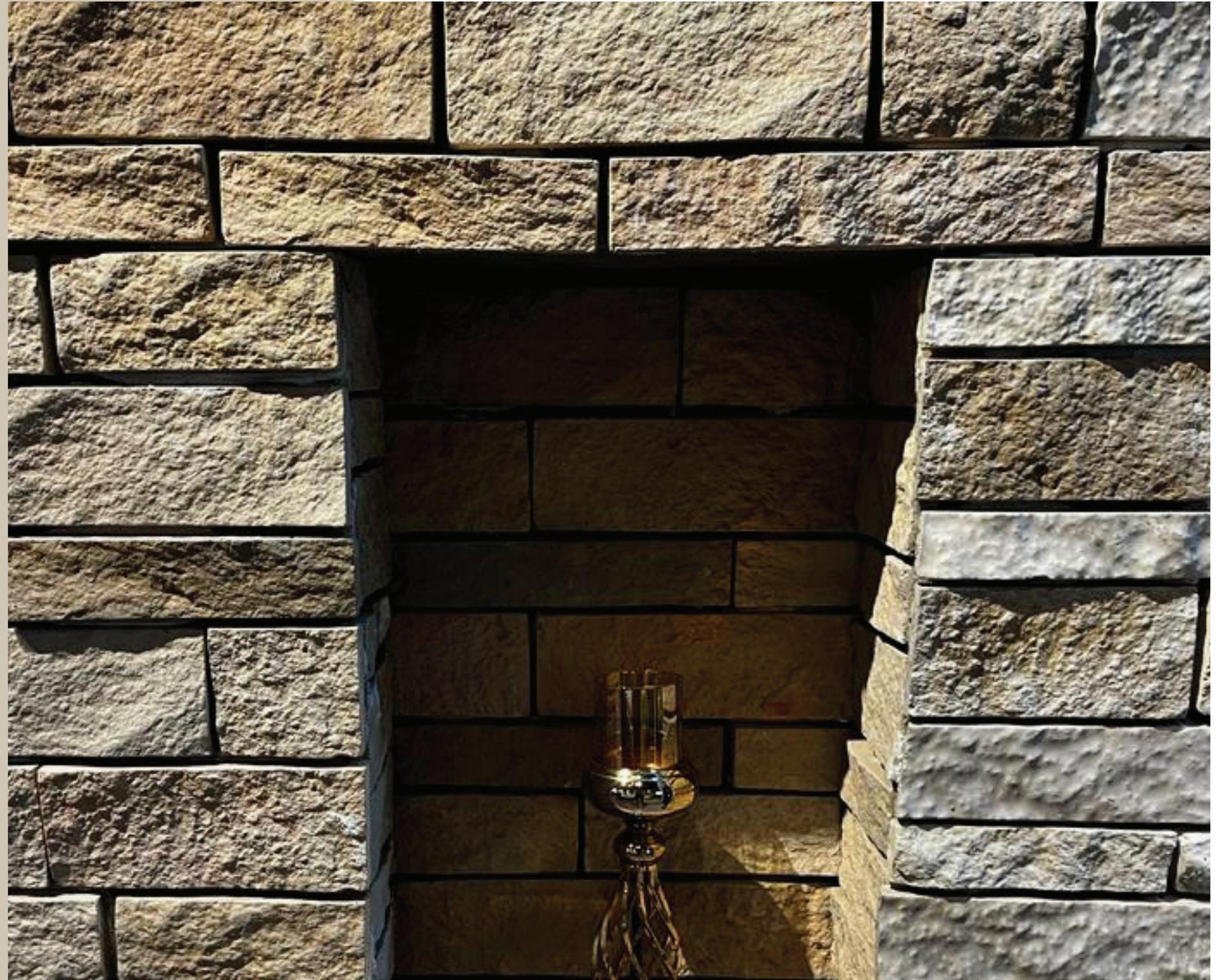


Texture: Euroean Castle Handmade  
Make: Aggregate Material  
Size: L 50-400 X 50-300 (+/- 10mm)  
Thickness: 20-25mm  
Colours: Single tone / Multiple tones  
Grade: Exterior  
Density: 1700 kg / m3

ARTICLAD

# DESSERT LIMESTONE

The artistry of stone  
unearthed



# ARTICLAD DESSERT LIMESTONE



ACSDL643



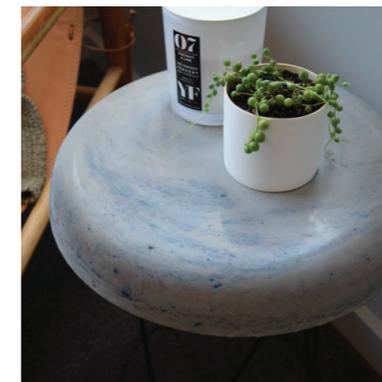
ACSDL628



ACSDL616



ACSDL601



ACSDL652



Texture: Dessert Limestone Handmade  
Make: Aggregate Material  
Size: L 200-350 X 30-100 (mm)  
Thickness: 23-45mm  
Colours: Single tone / Multiple tones  
Grade: Exterior  
Density: 1700 kg / m3

ARTICLAD

# RIVER ROCK

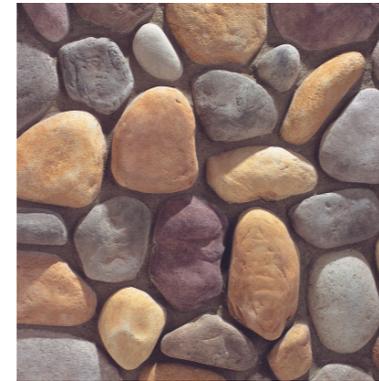
Bring the serenity of  
Rivers to your walls.



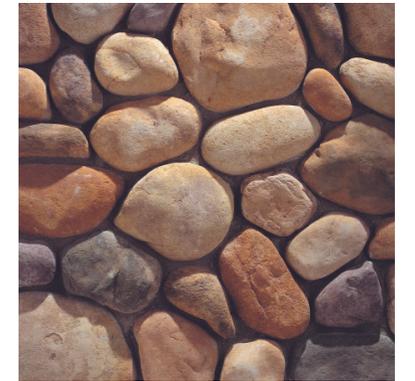
# ARTICLAD RIVER ROCK



ACSRR520



ACSRR514



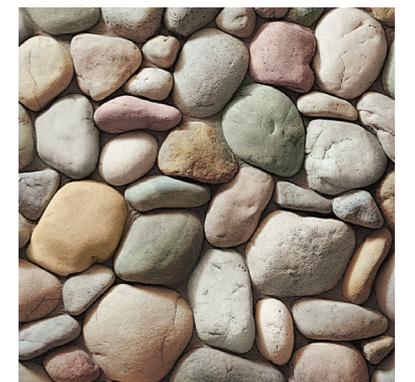
ACSRR548



ACSRR509



ACSRR501



Texture: River Rock Handmade  
Make: Aggregate Material  
Size: L 85-250 X 30-220 (mm)  
Thickness: 25-45mm  
Colours: Single tone / Multiple tones  
Grade: Exterior  
Density: 1700 kg / m3

ARTICLAD

# ROCK STONE

Rock the Look, Reinvent the Space.



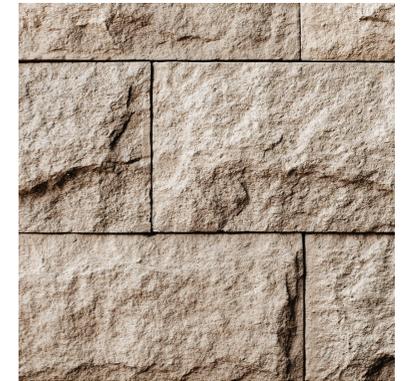
# ARTICLAD ROCK STONE



ACRS435



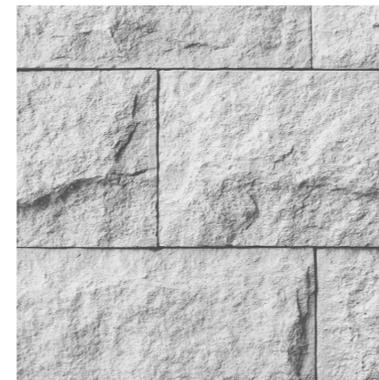
ACRS437



ACRS750



ACRS555



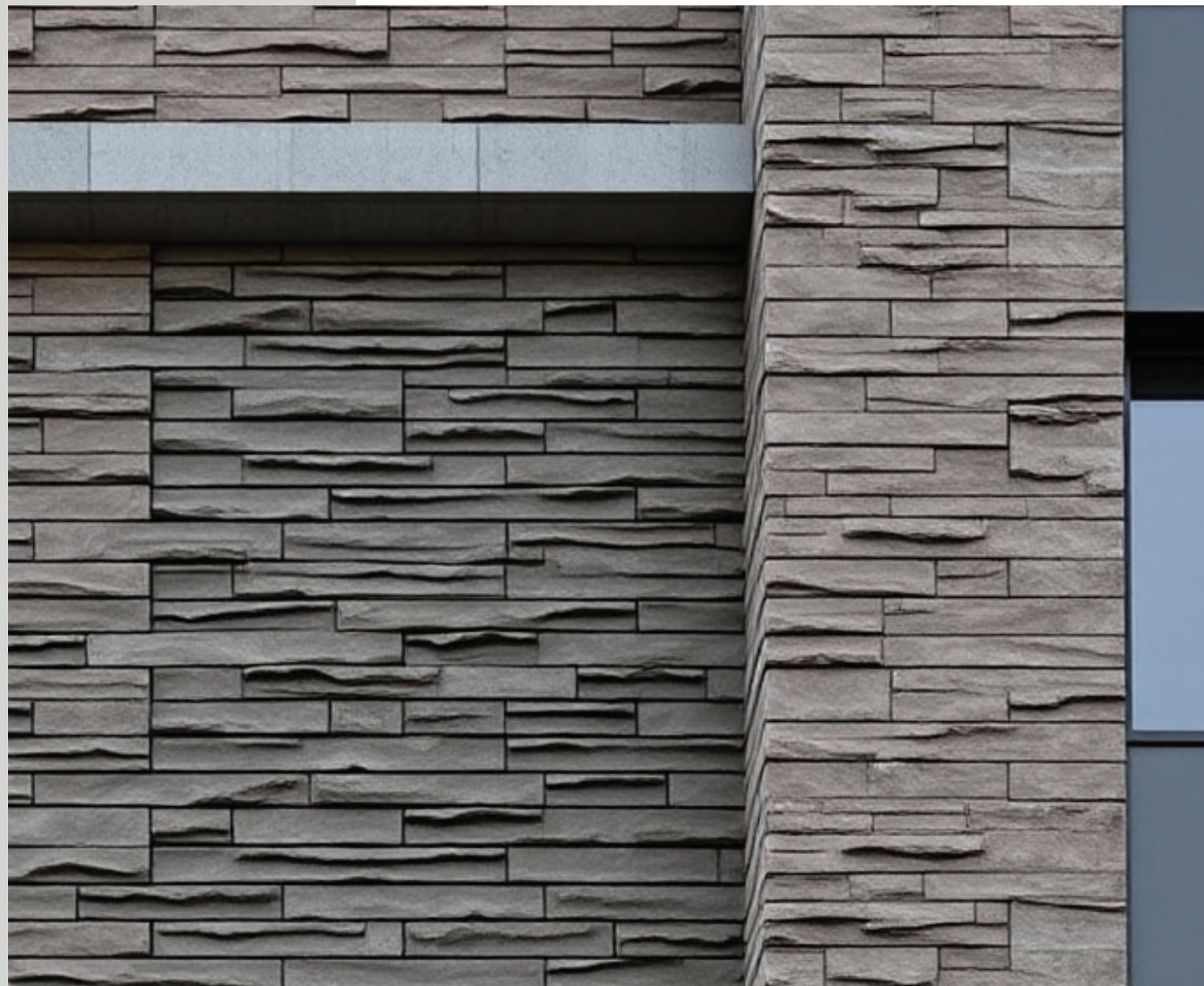
ACRS440



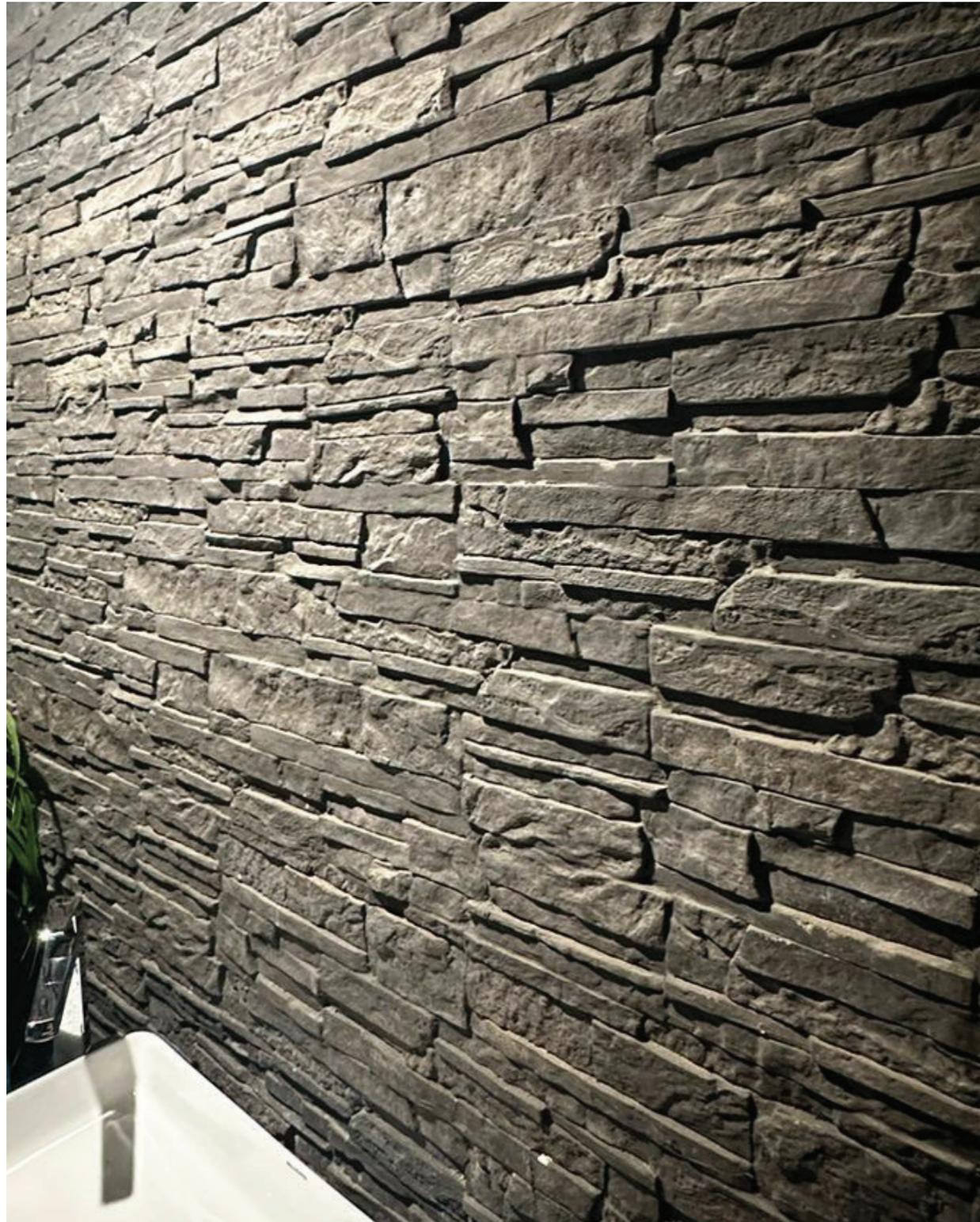
**Texture:** Rock Stone Handmade  
**Make:** Aggregate Material  
**Size:** L 400mm x 200 mm (mm)  
**Thickness:** 30 mm  
**Colours:** Single tone  
**Grade:** Exterior  
**Density:** 1700 kg / m<sup>3</sup>

ARTICLAD  
**LEDGE  
STONE**

Layered Elegance,  
Timeless Beauty.



# ARTICLAD LEDGE STONE



ACSL701



ACSL706



ACSL715



ACSL738



ACSL750



Texture: Ledge Stone Handmade  
Make: Aggregate Material  
Size: L 400 X 95 (mm)  
Thickness: 18-20 mm  
Colours: Single tone / Multiple tones  
Grade: Exterior  
Density: 1700 kg / m3

ARTICLAD

# PREMIUM LEDGE STONE

The Natural Artistry of Stone,  
Redefined.



# ARTICLAD PREMIUM LEDGE STONE



ACSP810



ACSP816



ACSP846



ACSP802



ACSP801



**Texture:** Premium Ledge Stone Handmade  
**Make:** Aggregate Material  
**Size:** L 470 x 90, 275 x 90, 180 x 90 (mm)  
**Thickness:** 22-39 mm  
**Colours:** Single tone / Multiple tones  
**Grade:** Exterior  
**Density:** 1700 kg / m<sup>3</sup>

ARTICLAD  
**ARTEMIS  
VISAGE  
STONE**

Design with Depth,  
Style with Visage.



# ARTICLAD ARTEMIS VISAGE STONE



ACSA914



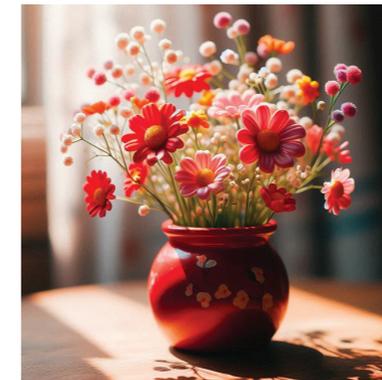
ACSA916



ACSA948



ACSA982



ACSA930



**Texture:** Artemis Visage Stone Handmade  
**Make:** Aggregate Material  
**Size:** L 400 x120 (mm)  
**Thickness:** 22-25 mm  
**Colours:** Single tone / Multiple tones  
**Grade:** Exterior  
**Density:** 1700 kg / m3

ARTICLAD

# CHESS MOSAIC STONE

Checkmate in Style,  
Walls That Inspire.



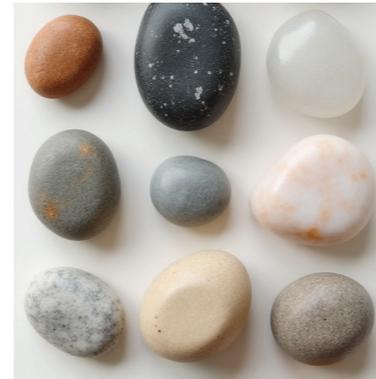
# ARTICLAD CHESS MOSAIC STONE



ACSCM1126



ACSCM1112



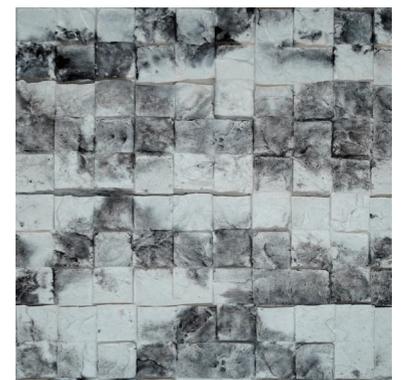
ACSCM1101



ACSCM1142



ACSCM1150



**Texture:** Chess Mosaic Stone Handmade  
**Make:** Aggregate Material  
**Size:** L 400 x 95 (mm)  
**Thickness:** 22-25 mm  
**Colours:** Single tone / Multiple tones  
**Grade:** Exterior  
**Density:** 1700 kg / m3

ARTICLAD

# BASALT STONE

Natural Texture,  
Architectural Perfection.



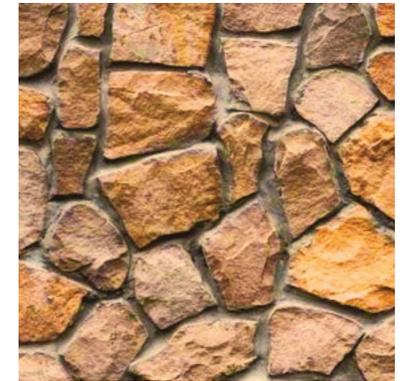
# ARTICLAD BASALT STONE



ACSBS01



ACSBS02



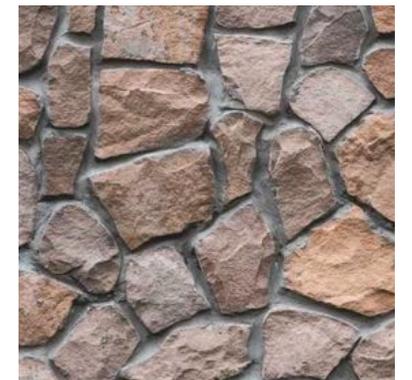
ACSBS03t



ACSBS04



ACSBS05



**Texture:** Basalt Stone Handmade  
**Make:** Aggregate Material  
**Size:** L 615 mm x 315 mm (+/-2mm)  
**Thickness:** 22 mm (+/-2mm)  
**Colours:** Single tone / Multiple tones  
**Grade:** Exterior  
**Density:** 1700 kg / m<sup>3</sup>

# TECHNICAL CHART

PARAMETERS	UNIT	RESULT	TEST CORRESPONDANCE
Sheer bond	N/mm2	0.48	ASTM C482
Water absorption	%	9.18	IS 1237:2012, ICC-ES AC51
Density	Kg/m3	1700	TC 4367 22 0 00001247-2-IP
Freeze/Thaw	%	1.23	ASTM C67
Unit weight	g/cc	1.66	ASTM C567
Compressive strength	N/mm2	16.32	ASTM C39
Tensile strength	N/mm2	75.32	ASTM C190
Flexural strength	N/mm2	1.82	ASTM C 348



# PRODUCT APPLICATION PROCEDURE

*step 1* Ensure the surface is clean and free of debris.

*step 2* Check that the surface is level and even.

*step 3* Mix Artifix adhesive with water until smooth.

*step 4* Apply adhesive with a notched trowel onto the wall.

*step 5* Place Articlاد cladding with clean hands, maintaining at least 3mm spacing (8mm preferred).

*step 6* Use a spacer tool to create even gaps.

*step 7* Press the cladding gently and let it set for 1 hour.

*step 8* Carefully remove spacers.

*step 9* Fill gaps with Artifix grout using the cone technique, ensuring it's not too runny.

*step 10* Allow grout to settle partially, then remove excess with a spatula or sink it for aesthetics.

*step 11* Apply a sealer to enhance appearance and longevity

**Disclaimer:** while the company guarantees its products against defective materials, the use and application of these products are made without guarantee since the conditions of their application are beyond its control. It is recommended to verify with the company that the product is suitable for the intended use. Technical characteristics are listed for guidance only,

# ARTIFIX ADHESIVE

A high-performance, polymer-modified adhesive designed for seamless installation of Articlاد's concrete cladding solutions. Engineered for exceptional bond strength, flexibility, and weather resistance, Artifix ensures durability across both interior and exterior applications. Its advanced formulation accommodates thermal expansion and contraction, preventing cracks or detachment over time. With superior workability and strong adhesion to multiple substrates, Artifix guarantees a secure, long-lasting finish, making it the ideal choice for professional cladding installations.

## ADHESIVE TECHNICAL SPECIFICATION

EXTERIOR	AT100
SURFACE	Cement & Plaster-based
RATIO	300 – 400 ml/kg
COLOR	Light Grey & White

INTERIOR	AT30
SURFACE	Cement & Plaster-based
RATIO	300 – 400 ml/kg
COLOR	Light Grey & White

## GROUT TECHNICAL SPECIFICATION

SURFACE	Cement & Plaster-based
RATIO	300 – 400 ml/kg
COLOR	Light Grey & White

### PRECAUTIONS:

- Installation varies by surface.
- Avoid installation in heavy rain or snow.
- Adhere to recommended adhesive thicknesses: 2mm (cladding), 6mm (brick), 10mm (stone).
- Seal only on dry, clean surfaces.

\*The warranty on all Articlاد product is valid only when the products are installed using Artifix adhesive.