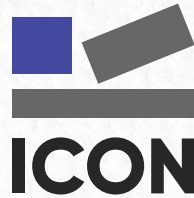


# ICONIC BLOCKS



A Venture by **Aaryavart Group**

# About



At Icon, we believe that concrete is more than just a building material – it's a vital ingredient for progress. That's why our team of skilled professionals takes pride in crafting the perfect blend of concrete, tailored to meet the specific requirements of each and every project.

From residential to industrial, and commercial to government projects, we deliver quality, consistency, and dependability. We take pride in our commitment to excellence, an ethos shared by the great builders of history. For it is they who understood that no two projects are the same and that each structure must be crafted with care and precision, with a focus on both form and function.

We embrace the challenge of building the future. We believe that progress is not just about what we create, but how we create it.

Driven by a relentless pursuit of excellence and a passion for innovation, at Icon, we're not just building structures – we're conquering by building your legacies.

# TYPES OF ICONIC BLOCKS

## Fly Ash Iconic Blocks

Superior Green Solution with lighter weight and best in compressive strength. Its porous structure allows for superior fire resistance. It is an eco-friendly replacement for conventional red clay brick in all aspects governed by IS Norms

**65%** Fly Ash

<b>23%</b> Cement	<b>11.1%</b> Lime	<b>1.1%</b> Gypsum	<b>0.1%</b> Aeration Agent
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**62%** Sand

<b>16%</b> Cement	<b>20%</b> Lime	<b>02%</b> Gypsum	<b>0.1%</b> Aeration Agent
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## Sand-Based Iconic Blocks

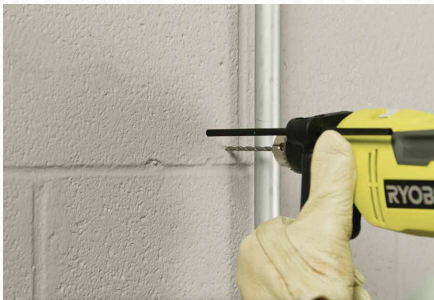
A Lightweight, Smooth finish, High-insulating, Durable building product, which is produced in a wide range of sizes and strengths. Compared to the red bricks Iconic blocks are three times lighter.



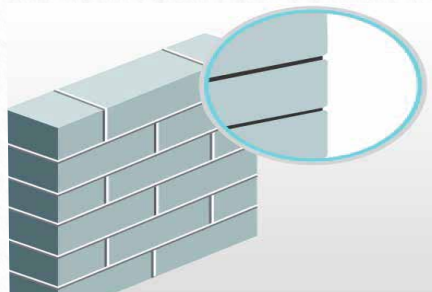
Nails can be put in with a normal hammer



Small groves and chases can be cleared using a manual chasing tool



A block can be drilled out to create a space for an electrical socket



Coping above 1.2 mtr in height

# ICONIC BLOCKS & FLY ASH BLOCKS ALLOWS



# FEATURES & ADVANTAGES

- ✔ Sound Proof
- ✔ Fire Resistant
- ✔ Floor Space Area
- ✔ Cost Saving
- ✔ Pest Protection
- ✔ Energy Efficient
- ✔ Thermal Insulation
- ✔ Light Weight
- ✔ High Strength
- ✔ Water Barrier
- ✔ Earth Quake Resistance

## PRODUCTS CHARACTERISTICS & TECHNICAL SPECIFICATION

Sr.No.	PARAMETER	ICONIC BLOCK	CLAY BRICK
1	<b>Size (L x H x T)</b>	600 x 200 x (50 to 300) 625 x 240 x (50 to 300) 650 x 240 x (50 to 300)	230 x 100 x 75 mm
2	<b>2 Size Tolerance</b>	3 mm (+/-)	5 to 15 mm (+/-)
3	<b>Compressive Strength</b>	as per IS:2185 - Part 3	as per IS:1077
4	<b>Dry Density</b>	550 - 650 Kg/Cum (oven dry)	1950 Kg/Cum
5	<b>Fire Resistance</b>	2 to 6 hours (depending on thickness)	2 hours
6	<b>Sound Insulation Index</b>	45 db for 200 mm thick wall	50 db for 230 mm thick wall
7	<b>Thermal Conductivity</b>	0.16 - 0.18 (w / m-K)	0.81 (w / m-K)

# LOGISTICS DATA

TRUCK CAPACITY	MATERIAL
12 Ton	14-15 CBM
25 Ton	33-36 CBM
30 Ton	40-43 CBM

## COMPARISON & TRADITIONAL METHOD

1	<b>Structural Cost</b>	Steel saving up to 15% to 20%	No such saving
2	<b>Cement Mortar For Plaster &amp; Masonry</b>	Required less due to flat, even surfaces & minimum number of joints	Required more due to irregular surface & more number of joints
3	<b>Breakage &amp; Utilization</b>	Negligible breakage therefore 100% utilization	Average 10 to 15% breakage
4	<b>Construction Speed</b>	Speedy construction due to it's big size, light weight & ease to cut in any size or shape	Comparatively slower
5	<b>Labour Out Put</b>	Approximately double of conventional brick	Comparatively low
6	<b>Quality</b>	Uniform & consistent	Normally varies
7	<b>Carpet Area</b>	More due to less thickness of walling material	Comparatively low
8	<b>Storage</b>	Readily available at any season in a short notice so no storage required	Particularly in monsoon, stock at site is compulsory
9	<b>Water Required</b>	Required less in wetting & curing, hence saving in electricity bill & labour cost	Need more curing resulted to higher amount of electricity bill & labour cost
10	<b>Energy Saving</b>	Approximately 30% reduction in air-conditioned load	No such saving

## ABOUT



ICON mortar is a high-quality semi premix mortar for jointing and bonding of Iconic blocks. ICON mortar semi premix consists of cement, graded sand and specialised polymers which combine to give superior strength, water retention and stability. It replaces the conventional method and material of jointing mortar which requires a 12-18 mm thickness with a revolutionary 2-3 mm joint thickness. ICON mortar only requires addition of water before application to prepare the product or use, reducing the hassle of measuring and maintaining various individual elements to create a conventional mortar

### ▶ **HIGH BOND STRENGTH**

Special polymer masonry strength give strength, increasing overall masonry strength & load bearing capacity.

### ▶ **ECONOMICAL**

Quantity of ICON required is 3 times less than conventional mortar.

### ▶ **SEME-PREMIX**

ICON Mortar are a semi-premix solution which only requires the addition of water prepare for application.

### ▶ **NO CURING REQUIRED**

Due to water retention polymers, curing is not essential after application.

### ▶ **NEGLIGIBLE SEEPAGE**

Due to texture, Chemical bond and properties of ICON mortar, seepage water penetration through joints is negligible.

### ▶ **EASY APPLICATION**

Reducing the hassle of mixing various raw materials, saves the wastage and ensures the higher flowability and water retention properties.

## PRODUCTS CHARACTERISTICS & TECHNICAL SPECIFICATION

Sr.No.	PARAMETERS	VALUES
1	<b>Physical Nature</b>	Powder and Grey in Colour
2	<b>Water Demand</b>	25 - 35%
3	<b>Spread on surface</b>	Excellent (in comparison to conventional mortar due to the consistency in texture and smoothness in application)
4	<b>Hard Dry</b>	Approx. 24 Hours (further depending on the temperature and humidity conditions)
5	<b>Surface Area Covered by 40Kg bag</b>	115 Sq. Ft to 120 Sq. Ft. (for 4" thick blocks)
6	<b>Splitting Tensile Strength</b>	> 0.34 N/mm <sup>2</sup> ( as per ASTM - C1660)
7	<b>Ingredients</b>	Graded Sand, Pozzolanic material, Binder, Performance additives
8	<b>Packaging</b>	40 kg Bags
9	<b>Storage</b>	Keep in dry place free from moisture and water. Do not leave the bags open.

## COMPARISON & TRADITIONAL METHOD

Sr.No.	PARAMETERS	TRADITIONAL	ICONIC BLOCKS
1	<b>Joint Thickness</b>	10 mm - 18 mm	3 mm+
2	<b>Drying Time</b>	Slow	Rapid
3	<b>Setting time</b>	Slow	Rapid
4	<b>Height of build</b>	Restricted	No Restriction
5	<b>Precision</b>	Less	More
6	<b>Air tightness</b>	Less	More
7	<b>Strength</b>	Joints are weak points	Joints are stronger
8	<b>Shrinkage</b>	Yes	No
9	<b>Stability</b>	Less Stable	More Stable
10	<b>Material storage</b>	More	Less
11	<b>Aesthetics</b>	Uneven, with variations	Even and better laying

## READY MIX PLASTER

ICON Ready Mix Plaster is a ready mix cement plaster with high-quality polymer additives to substitute for the traditional site mix wall plaster process. The solution consists of processed sand which is graded and distributed as per particle size and proportionately mixed, cement and water soluble polymers which act as additives. The application method requires mixing of water before application and the mix is ready for plastering. ICON Ready Mix Plaster can be used for both external and internal plastering.

### ICON READY MIX PLASTER CAN BE APPLIED ON:

- Iconic Block Walls
- Concrete Block Walls
- Stone Walls
- Fly Ash Block Walls
- Clay Brick Walls
- Concrete Surfaces

### PLASTER COATS

**Internal:** 10-15 mm single coat is recommended for internal plaster covering.

**External:** Two coats are recommended to cover the external side of walls i.e. Base coat of 8-12 mm and Finish coat of 8-12 mm to get a total thickness of around 18-20 mm, Further depending upon site conditions. After the Base coat minimum of 2 to 3 days curing must be done before the application of the final coat.

# COMPARISON

Sr.No.	PARAMETERS	JOB-SITE PLASTER	ICONIC BLOCKS
1	<b>DE-BONDING LOSSES</b>	High	Negligible
2	<b>SMOOTHNESS</b>	Not so smooth	Smooth and hard surface provides aesthetic base of plaster to work upon.
3	<b>CRACK FORMATION</b>	Due to on site mixing practice, chances of crack formation are more.	ICON produced at automated dry mix plant, Chances of crack formation is very negligible subjected to proper curing and application.
4	<b>WATER: CEMENT RATIO</b>	Due to presence of moisture in sand it is not possible to determine exact quantity of water to be mixed.	Due to dry sand used, water cement ratio is easily maintained and full strength of plaster is obtained.
5	<b>GRADING OF SAND</b>	No grading	ICON has graded sand which results compactness of plaster.
6	<b>CEMENT: SAND RATIO</b>	Mistake may occur at job site mix	Sand cement ratio is maintained as ICON is made in automated plant.
7	<b>POLYMER MODIFICATION</b>	Polymer modification difficult as it involves multiple polymers and doses.	Polymers already added, results in overall durability.

### **High Strength**

High compressive and tensile strength increases masonry strength and load-bearing capacity.

### **East Application**

The material is pre-mixed and only water has to be added on site. This makes the process of plastering much easier and quicker.

### **Minimum Cracks**

Shrinkage cracks are minimized as premium plaster raw materials are tested and accurately mixed with specific particle size and quality, Making the process of plastering much easier and quicker.

### **Higher Coverage**

Due to lower density and high volume it covers 12-20 sq. ft/bag with a thickness of 10-12mm.

### **Storage**

Easy to maintain stock as equal size packaging in bag form is provided, Making the process of plastering much easier and quicker.

### **Finish**

The surface finish after application is excellent and equal due to best particle size grading, Hence maximizing wall plaster performance.

### **Economical**

It provides smooth finish walls even in a single coat, Hence saves time and cost required for putty costing.

### **Availability**

Unlike the uncertain Availability of raw river sand, Premix bags are available around the year.

### **Minimum Wastage**

The waste causes the conventional site mix process while sand sieving and mixing material is totally avoided.

### **Premixed**

No site mix and blending of power is required, Only water is to be added.

### **Consistency**

Due to the manufacturing process and accurate particle size distribution, The premix bags are of consistent quality.

# **FEATURES & BENEFITS**

# PRODUCTS CHARACTERISTICS & TECHNICAL SPECIFICATION

PARAMETERS	VALUES
<b>Appearance</b>	Grey Granular Powder
<b>Coverage</b>	17 to 20 square feet / 40 Kg bag @ 10-12 mm thickness
<b>Thickness of Single Layer</b>	6-12 mm
<b>Pot Life</b>	Approx 1-2 hours @ 27° C
<b>Water Demand</b>	17-20% of Mix (can vary on climatic conditions)
<b>Bulk Density</b>	1.2-1.6 Kg/litre unit
<b>Compressive Strength (MPa)</b>	More than 4 in 28 days

**Ingredients:** Graded River Sand, OPC 53 Cement, Fly Ash, Hydrated Lime, Performance additives & Glass Fibre.

## Safety Precaution

- This product is non-toxic and non-hazardous.
- Use of gloves, dust-mask and a goggles is recommended.
- In case of contact with skin/eyes, wash with plenty of clean water.
- In situation of prolonged irritation, professional medical aid should be sought.

## BY ICON

ICON Wall Panel are light weight, steel-reinforced, groove & tongue panels that can be easily installed by your normal on-site installers. They are suitable to be used as both external & internal walls. ICON Wall Panel are steel reinforced (start from) 75 mm thick and are available in lengths of 1.50 m to 4.0 m of width of 600 mm.

Non-combustible: up to four-hour fire rating.

Outstanding thermal and acoustic insulation qualities increase levels of comfort and save on energy cooling costs.

## PRODUCT SPECIFICATION

SPECIFICATION	REPORT	UNIT
Dry Density	550-650	Kg / m <sub>3</sub>
Working Density	600-700	Kg / m <sub>3</sub>
Wind Load	Up to 180	Kg / m <sub>3</sub>
Compressive Strength	> 40	Kg / m
Water Absorption	<33%	by volume



TESTING	REPORT	UNIT
Fire Resistance	Up to 4.00	Hr.
Thermal Conductivity	0.115	W/mk.
STC Rating	38 - 43	dB
Tensile Strength	> 500	N/mm <sup>2</sup>

## FEATURES & ADVANTAGES

- Light Weight
- Easy Installation & Clean site
- Thermal Proof
- Sound Proof
- Fire Resistance
- Environment Friendly
- Energy Saving
- Highly Durable



A Venture by **Aaryavart Group**

📍 **FF/17 A, Pariseema Complex, C.G road, Ahmedabad 380009**

✉ [information@iconrmc.com](mailto:information@iconrmc.com)

🌐 [www.iconrmc.com](http://www.iconrmc.com)

▶ Tap to know more

📷 [icon.rmcc](https://www.instagram.com/icon.rmcc)

☎ **+9195985 69598**