

SEEPAGE SE  
**PROTECTION**  
BACHAYE AAPKI REPUTATION



**WARRANTY  
BOOKLET**



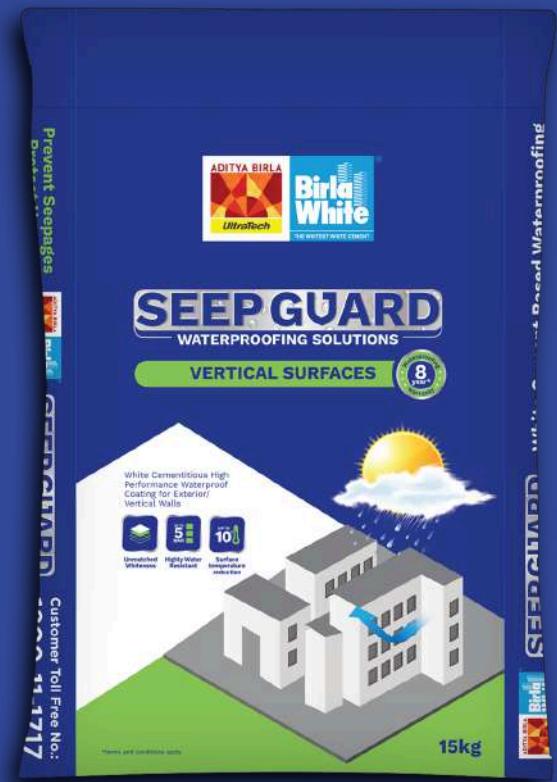
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**SEEP GUARD**  
WATERPROOFING SOLUTIONS

# SEEP GUARD VERTICAL SURFACES

**8** **YEARS**  
**WARRANTY**



# **WARRANTY CERTIFICATE FOR BIRLA WHITE SEEP GUARD VERTICAL SURFACES**

Birla White, a unit of Ultra Tech Cement Limited, (referred to as "Company") offers an Eight Year Warranty from the date of purchase, on the application system for its product Birla White SEEP GUARD Vertical Surfaces (hereinafter referred to as "Product") on fresh & existing Exterior Vertical plastered walls/concrete surfaces. SEEP GUARD Vertical Surfaces' application should be as mentioned in the "Application Process" section of this document. SEEP GUARD Vertical Surfaces comes with the promise of outstanding tensile adhesion, excellent water Impermeability, enhanced flexibility and excellent crack bridging properties.

## **WARRANTY COVERAGE**

1. SEEP GUARD Vertical Surfaces offers an Eight Year Waterproofing Warranty on the Coating Failure (defined hereinafter).
2. It covers application of the SEEP GUARD Vertical Surfaces Application System over fresh & existing Exterior Vertical plastered walls/concrete surfaces.
3. SEEP GUARD Vertical Surfaces Application System – SEEP GUARD Vertical Surfaces + One Coat of Exterior Primer + Exterior Emulsion providing Waterproofing protection (Primer & Emulsion of a nationally recognised company).
4. Application areas:
  - a. Exterior walls of House/Bungalow.
  - b. Exterior walls of Buildings.
  - c. Vertical plastered walls/concrete surfaces.

## **WARRANTY ENROLMENT PROCESS**

1. Within 30 days of purchase, the warranty must be registered with the company by contacting the Birla White Toll-Free Helpline at 1800-111-717 or using the online warranty registration link given on the Birla White website.
2. The customer should note down the batch number and production date from the product package at the time of purchase.
3. The product name, quantity, and purchase date should all be clearly stated on the purchase invoice.
4. The customer is required to furnish the details as his Name, Contact Details, Mobile No., details of the product purchased, Bill no., Dealer details, etc., during warranty registration.
5. The customer shall receive a unique warranty no. against their registration.

## **COMMENCEMENT AND DURATION**

1. The warranty benefit commences from the date of purchase ("Commencement Date") of SEEP GUARD Vertical Surfaces. It covers its application on fresh & existing Exterior Vertical plastered walls/concrete surfaces.

2. On both fresh & existing Vertical plastered/concrete surfaces where SEEP GUARD Vertical Surfaces has been applied, the warranty shall be applicable for Eight (8) years.
3. If a claim occurs during the warranty period, the warranty will only be valid as of the original purchase date, and even if the claim is settled, the warranty's commencement date will always remain that date.

## EXTENT OF WARRANTY APPLICABILITY

1. For the warranty to be applicable:
  - a. The total volume of the SEEP GUARD Vertical Surfaces purchased exceeds 45 Kgs and upto 200 Kgs.
  - b. If the quantity of SEEP GUARD Vertical Surfaces coating required for a particular site exceeds 200 KGs, a representative from the Company will conduct a preliminary inspection of the surface to be coated. If the inspection reveals any issues that do not meet the required standards, appropriate corrective actions will be recommended.
2. It is mandatory that only this product has to be used exclusively on the entire site for which warranty is registered/claimed, i.e., no warranty will be registered/claim will be entertained where any other brand of Waterproofing has been used for a similar application in different areas of one site even if minimum purchase quantity mentioned above has been purchased and used in a part area of one site.
3. Recommended forced system coverage of at least 2.32 Sq. Mt./L (25 Sq. Ft./Kg) must be achieved for warranty registration.
4. It is recommended to apply a top coat paint over the application of SEEP GUARD Vertical Surfaces.
5. The warranty may be registered when the customer purchases the minimum quantity of product mentioned above in more than one lot and on different days but within 30 days from the date of the first purchase of the product for a particular site.
6. The product should be applied within one month from the date of purchase or within nine months starting from the date of manufacture of the product, whichever is earlier.
7. Throughout this warranty, the word "Coating Failure" is directly attributable to deficiencies in the product's application. It shall mean any of the following occurring, subject to the other conditions laid down under this warranty:
  - a. Failure of waterproofing, viz., water ingress through the coatings in exterior walls.
  - b. Film integrity, flaking and peeling of SEEP GUARD Vertical Surfaces caused by one coat of the product coming off from another coat or both the coats coming off from the substrate.
  - c. The coating film shows blistering, splits, tears, cracks, or shows evidence of excessive weathering due to defective material.
  - d. Growth of fungus and algae on terrace surfaces\* (at least spread over a minimum area of 10 sq. ft.).
  - e. External water ingress through surfaces (only vertical walls) where SEEP GUARD Vertical Surfaces is applied (Water ingress through the roof or any other part of the structure not protected through the SEEP GUARD products will not be covered by this warranty).

\*Please Note: The warranty is for eight (8) years only from the date of purchase (as per the purchase invoice).

### Instructions for Use/Application of the Product

- a. SEEP GUARD Vertical Surfaces has to be used on fresh & existing Exterior Vertical plastered walls/concrete surfaces
- b. All elements of surface preparation before the application and during application work have to be as per the instructions provided for SEEP GUARD Vertical Surfaces, as detailed in this section below.

**This warranty shall only be considered if the below-mentioned application procedure is followed:**

#### Prior Check Before Product Application

1. Before SEEP GUARD Vertical Surfaces application, it is essential to ensure that the substrate shall have no chalking problem, loose sand, or paint particles and be free from oil and grease stains. For New plaster, the substrate shall be cured entirely, crack-free, and in sound condition.
2. Any active source of dampness/leakage needs to be treated before applying SEEP GUARD Vertical Surfaces.
3. New masonry surfaces must be cured entirely for the best results. It is highly recommended to allow 28 days as curing time for new masonry surfaces.
4. Ensure that surface is entirely free from all dirt, powdery residue, loosely held plaster, grease, oil, or any other contamination. Any previous growth of fungus, moss, or algae needs to be removed thoroughly by vigorous wire brushing and cleaning with water.
5. Surface cracks must be filled (<3mm) by crack filler products & bigger cracks, damaged portion and hollow areas must be repaired by Birla White Levelplast (polymer cement modified mortar product) as per the instructions in its leaflet.
6. In case of efflorescence, surface should be clean thoroughly to remove all loose particles from the surface. Loose plaster, structural cracks are repaired as per standard construction practices.
7. Previous water proofing treatment (2k cement based/ bituminous etc) if any is completely removed to reach bare plaster.
8. It is recommended to cover entire exterior walls along with edges and joints with Horizontal surfaces to get complete protection against water seepages.

## Product Application process

### 1. Preparation of the substrate surface

### 2. Priming Coat

- Mixing ratio (1:1): Slowly add 1 kg of SEEP GUARD Vertical Surfaces with 100% clean water (1 Kg SEEP GUARD Vertical Surfaces +1000 ml water) to make a homogeneous slurry.
- Mixing of the product with water should be carried out by preferably mechanical stirrer (3-5 minutes) or using a metallic rod (5-10 minutes) to obtain a creamy consistency.
- Leave the slurry for 5 minutes after thorough mixing to get best performance & release entrapped air. Prepared slurry should be used within 1-1.5 hours.
- Apply SEEP GUARD Vertical Surfaces priming coat on the clean & dry wall/substrate surface uniformly with the help of painting brush.
- Allow the surface to dry for at least 4-6 hours after priming coat.

### 3. First & Second coat

- Slowly add 1 kg of SEEP GUARD Vertical Surfaces with 60-65% clean water (1 Kg SEEP GUARD Vertical Surfaces + 600-650 ml water) to make a homogeneous slurry.
- Mixing of the product with water should be carried out by preferably mechanical stirrer (3-5 minutes) or manually (5-10 minutes) to obtain a creamy consistency. Prepared slurry should be used within 1-1.5 hours.
- After thoroughly mixing, apply two coats of SEEP GUARD Vertical Surfaces in interval of 4-6 hours with the help of a painting brush.
- The direction of the brush movement should only be horizontal for first coat and vertical for 2nd coat or vice versa. This will help in getting a better surface finish.
- Leave the surface to dry completely preferably 10-12 hours before application of other primers and top coat paint products.
- The total thickness of both the coats should be limited to maximum 1 mm.

### 4. Exterior Primer and Exterior Emulsion application

- Apply single coat of Exterior Primer by brush/roller and allow it to dry for 3-4 hours. For best results, use Birla White Prima Coat Exterior Primer.
- After primer application, apply Exterior Emulsion top coat paint which provides Waterproofing protection.

## Do's and Don'ts -

1. Ensure that during application substrate must be in proper clean & dry condition.
2. Mixing is very important & hence utmost care is to be taken for proper & thorough mixing with hand or mechanical stirrer to get the desired best results. Mixing is to be continued till a uniform slurry is formed.
3. Only a required quantity of mix should be prepared which can be used within 1-1.5 hours.
4. Ensure loosely adhered/dirt free wall surface.
5. Surface should clean before application of product for better bonding & coverage.
6. Store in a cool & dry place.
7. Wear safety goggles during application. In case of contact with eyes rinse immediately with plenty of water & seek medical advice.
8. Keep it out of reach of children.
9. Harmful, if swallowed. In case of ingestion seek immediate medical attention.
10. If irritation develops or persists with skin immediately wash skin with plenty of water. Get medical attention immediately.
11. It is recommended to wear suitable eye & nose mask protection during surface preparation & product application.
12. Avoid application of the product in afternoon when temperature is high.
13. Whenever the surface temperature exceeds 35°C, the product should not be used.
14. While preparing the mix, SEEP GUARD Vertical Surfaces should be added to water and not vice versa.

## WARRANTY LIABILITY

1. Over the warranty period, the company's responsibility will shrink according to the following scale:

|  |                          |
|--|--------------------------|
| Within the first 12 months after the commencement date | 100% of replacement cost |
| From month 13 to month 36 after the commencement date  | 75% of replacement cost  |
| From month 37 to month 60 after the commencement date  | 50% of replacement cost  |
| From month 61 to month 96 after Commencement Date      | 25% of replacement cost  |

2. The Company's responsibility will be limited to the purchase price of the product.
3. The Company will only replace the SEEP GUARD Vertical Surfaces where failure has occurred in accordance with the liability.
4. The Company will only provide replacement product for re-application of coating, as it may be necessary to set right the "Coating Failure" in the affected portion only in accordance with the liability.
5. The Company will entertain the warranty claim only once during the warranty period for the area of application, i.e., if the warranty claim is registered again for a particular area of the site during the warranty period, no further claim will be entertained by the Company for that area.

## WARRANTY EXCLUSIONS

1. The warranty shall be void/null in the following events:
  - a. Intermittent dripping of water due to proximity of vegetation or air-conditioning units or any other sources of water leakage like potted plants, plants, plumbing lines, broken water spout, or water flow from overhead tank, etc.
  - b. Water penetration due to capillary rise from the ground level, including water leakage, seeping and continuous dampness of the surface.
  - c. Water ingress from areas not coated with SEEP GUARD Vertical Surfaces.
  - d. Growth of algae or fungus on surfaces other than exterior walls.
  - e. Dampness from internal walls due to leakages from bathrooms, kitchens, etc.
  - f. Deterioration of film integrity and shade fading due to efflorescence or lime blooming arising from the masonry wall.
  - g. Defects in the design of the building, inadequate drainage system, settlement, movement or other structural defects.
  - h. Exposure of the applied coating to damaging substances such as chemicals, solvents or oils.
  - i. Building or structural expansion or additions or reductions shifting, distortion, failure or cracking of building components. The warranty will not be valid in case of failure of the underlying plaster or putty coat or texture paint which in turn causes a failure of the SEEP GUARD Vertical Surfaces film. SEEP GUARD Vertical Surfaces is not consumed within 30 days of the date of purchase or within nine months starting from the date of manufacture of the product, whichever is earlier.
2. The Warranty will not cover any defects arising out of factors out of control of the Company, including but not limited to:
  - a. Coating failures due to structural defects, moss and other vegetative growth, continuous dampness of the surface, staining due to plant pots, efflorescence, waterlogging/stagnant water.
  - b. There is a reduction of Gloss/Sheen/Ageing which is part of weathering process.
  - c. Natural calamities such as earthquakes, cyclones, and flooding.
  - d. Failure or defects in the structure or previous coating, or any repair work undertaken.
  - e. Vandalism, accidents and fire.
  - f. Abuse by customer.
  - g. Causes other than defects in SEEP GUARD Vertical Surfaces.
  - h. Improper surface preparation.
  - i. Surface with contaminants.
  - j. Wilfully inflicted damage.
  - k. Any act or omission by the Painter/Contractor/Applicator caused the SEEP GUARD Vertical Surfaces to be defective.

## CLAIMS AND REPAIRS

1. Any claims made in terms of this warranty shall be made within 30 days of the consumer discovering any defect, damage, or failure.
2. The consumer shall immediately apprise the Company of the claim through the Birla White Toll-Free Helpline (1800-111-717) by furnishing full details thereof and shall set out the basis on which they believe that the Company is liable with respect to the warranty offered.
3. The Company, at its own discretion, may appoint a technical person to inspect and validate the application process followed as per the directions specified.
4. On receipt of such information, the authorized officers/representatives of the Company will ensure an inspection of the site where the Coating Failure has been reported and prepare an inspection report in the format prescribed by the Company. It shall be mandatory for the company's authorized representative and the customer to sign the inspection report. The authorized representative of the Company shall submit the inspection report to the Company. The quantity of the product to be given to the customer under the terms of the warranty for the area of the Coating Failure as determined by the Inspecting team of the Company shall be final.
5. The Company, on receipt of the inspection report, may pass/reject the claim as per findings in the report and terms of the warranty.
6. The Company may conduct as many inspections from any of its officers/representatives as it may deem fit to settle the claim. Before such inspection or testing, the consumer shall not be entitled to perform any repairs or remove or tamper with any part of the system.
7. The customer or his employees/relatives any other person(s) relating to customer or any third party shall never restrain the authorized representatives of the company from entering the site and shall never indulge in any fight or quarrel or arguments with the authorized representatives of the Company visiting the site for any purpose.
8. The Company shall deploy its best endeavours to ensure that product required for repair is made available as soon as possible at the site/place where the repair needs to be carried out but does not assume any liability for delay in this respect.
9. The Company's liability concerning the warranty on the product shall be limited to making available the product at site only. It shall not include labour costs or other material used for re-application.
10. Required quantity of the product will be made available to the customer via the same dealer from whom the initial purchase was made.
11. The Company, in its sole discretion, shall be entitled to:
  - a. Ask Company technical representative to monitor re-application which is to be carried out in accordance with all its specifications and instructions.
  - b. We recommend that the customer appoint the contractor.

## TERMS & CONDITIONS

1. The warranty is applicable throughout India.
2. The product is to be purchased from authorized dealers/stockists of the company against sale bills as required under GST laws/other statutory laws. The customer must keep the original invoice(s) for registering claims in the future if needed.
3. The warranty must be registered by the customer with the Company as per the procedure mentioned in this document.
4. The product must be stored as specified in its packaging instructions and used within its shelf life.
5. SEEP GUARD Vertical Surfaces should be applied as per the application instructions given in this document's 'Application Process' section and with good working practice. Warranty is applicable only if the application system defined above in section "Warranty Coverage" is followed.
6. Warranty is applicable only if the product had been applied on the entire affected wall. It is not relevant for localized patch applications.
7. Regardless of anything stated in this clause, the customer's only recourse is this warranty; no other express or implied warranties are offered. It is expressly stated that the Company's liability shall be limited to the aforementioned obligations and that the Company shall not be liable for any incidental, indirect, or consequential damages or for any loss of revenue, profits, or contracts, whether resulting from contract violations, negligence, torts, or other causes.
8. If any dispute emerges between the Company and the customer regarding the above warranty, the arguments will be settled through mediation as per an alternate dispute resolution mechanism.
9. If for any reason, such dispute cannot be resolved amicably by the parties through a mediation process, then the same shall be referred to a sole arbitrator, to be appointed by mutual consent of both the parties, who shall resolve the dispute in accordance with the Arbitration and Conciliation Act, 1996 or any subsequent enactment or amendment thereto (the "Arbitration Act"). The decision of the arbitrator shall be final and binding upon the parties. The venue of the arbitration proceedings shall be Mumbai only. The language of the arbitration proceedings and the award shall be in English.
10. In case of any disputes, the same is subject to the exclusive jurisdiction of the courts of Mumbai.
11. Both the Customer and the Company will keep the facts and all things relating to any dispute confidential at all times.

## PRODUCT DETAILS

Purchase Date \_\_\_\_\_

Purchase Invoice No. \_\_\_\_\_

Quantity in Bags \_\_\_\_\_

Mfg. Date \_\_\_\_\_

Application Completion Date \_\_\_\_\_

## DEALER DETAILS

Name \_\_\_\_\_

Name \_\_\_\_\_

Phone No. \_\_\_\_\_

Phone No. \_\_\_\_\_

## CONTRACTOR DETAILS

Name \_\_\_\_\_

Phone No. \_\_\_\_\_

Email id. \_\_\_\_\_

Site Address \_\_\_\_\_

State \_\_\_\_\_

City \_\_\_\_\_

Pincode \_\_\_\_\_

## NOTES



## **Birla White - A Unit of UltraTech Cement Limited**

- 🌐 Website: [www.birlawhite.com](http://www.birlawhite.com) | ☎ Toll Free No.: 1800 11 1717
- FACEBOOK: [www.facebook.com/BirlaWhiteCement](https://www.facebook.com/BirlaWhiteCement) | TWITTER: [twitter.com/BirlaWhite](https://twitter.com/BirlaWhite)
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