



**FORMULA**  
CONCRETE DENSIFIER

SECURE THE FLOOR THAT YOU WALK ON

# FINISHING CONCRETE FLOORS WITH FORMULA 07

*Chemical hardeners are another name for concrete densifiers. FORMULA 07 CONCRETE DENSIFIER fills empty spaces in a concrete floor and typically develops a chemical relationship with the concrete, modifying its characteristics and increasing surface density.*

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# What is FORMULA 07 ?

## ***Magic WaterGlass Technology***

- A clear concrete liquid
- penetrates well into new and old concrete surfaces.
- used in interior & exterior concrete floor.
- modern waterglass technology reacts with concrete to create a Cured ,Hardened
- inorganic, nontoxic, VOC free, colorless and odorless.
- creates a Magic chemical reaction in concrete that polymerizes PERMANENT SEALING of the concrete surface preventing water and other liquid from penetrating thus making it HYDROPHOBIC.
- low VOC it contributes points towards being a High Green and environmentally friendly product, helping you to accumulate Green points to your new building.
- bridges small hair cracks making it a "SELF HEAL" process.
- will reduce moisture from evaporating from the concrete and finally create a sealed concrete surface where water can bead on the surface.





# FORMULA 07

## QUALITY

Superior flooring outcomes are achieved when a high-quality floor is combined with high-quality products. Allow our products to elevate your floor to new heights.

## PERFORMANCE

From start to end, our One Complete System of concrete floor solutions Performs better than the competition and boosts the effectiveness, durability, & appearance of your concrete floors.

## VALUE

Done correctly and properly, your floors will save you time and money in the long run. Products that don't work and require repeated applications restrict your company's productivity and profitability.

# Technical Information

## Formula 07

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### SURFACE PREPARATION

- Freshly Finished Concrete: no preparation required.
- Existing Concrete: sweep, scrub, or strip concrete to remove any surface contamination or film; product must be able to penetrate the surface without hindrance

### APPLICATION

- Single application only; apply with low pressure sprayer (power), rollers, brush, or fine/soft bristled broom

### DRYING TIME

- One to three hours; the surface may be used as soon as the application is complete, and the surface is again dry to the touch; newly laid surfaces require the normal hardening period

### APPEARANCE AFTER APPLICATION

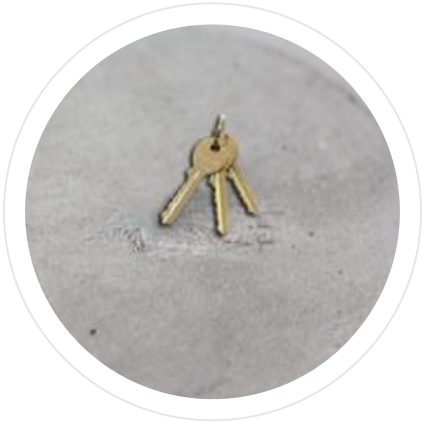
- Smooth Troweled Concrete: permanent, marble like sheen develops within 4-12 months; burnishing the concrete surface with a propane burnisher will accelerate the sheen
- All Other Concrete Surfaces: retention of natural finish

### CLEAN UP

- Soap and water

## Distinguish Between A Densified And A Non-densified Floor.

*Films and coatings have been used to preserve concrete floors for years, but they are only temporary solutions that wear off and need to be reapplied. By entering the concrete surface and forming crystals in the concrete, Formula 07 adopts a distinct method. This process densifies the surface by filling the natural pores and gaps in the concrete.*



**Non-Densified Concrete Floor**

- The softness of non-densified concrete is demonstrated by a simple scratch test using a metal object.
- The non-densified concrete sample reveals the porous structure of concrete, which leads to wear and deterioration



**Densified Concrete Floor**

- Scratching a Formula 07 - densified concrete surface displays no degradation or dusting. The concrete surface has been reinforced from within by Formula 07.
- Formula 07 densifies by penetrating the concrete surface and filling the natural pores and voids with crystalline growth.

# FORMULA 07

## BENEFITS

### 1. DENSIFY

strongest densifier in the market, featuring deep penetration and comprehensive chemical reactions that create more calcium silicate hydrate (or CSH) that gives concrete its noted strength.

### 3. CURE

Formula 07 When used as a curing agent, it slows the outward migration of water from concrete. The chemical reaction a water glass barrier that reduces shrinkage and cracking.

### 2. SEAL

Permanently seals and create amore water resilient, moisture resistant floor – while still maintaining all the other benefits of densifier - improved strength, increased surface hardness and added stain resistance.

### 4. CHEMICAL RESISTANCE

EXCELLENT CHEMICAL RESISTANCE ,especially with light acid and alkaline chemical spills ,It cleans up the spills quickly.

# FORMULA 07

## BENEFITS

### 5. ABRASION RESISTANCE

It makes an extremely hard, dense floor surface that has increased wear resistance to foot and forklift traffic.

### 7. SELF HEAL /POLISH

Over time, Formula 07 treated floors will develop a permanent Self polishing sheen or light gloss to the concrete surface over time.

### 6. FROST RESISTANCE

It is formulated to protect concrete floors against damage from salt, freeze-thaw, moisture and steel corrosion.

### 8. DUSTPROOF

Formula 07 reacts with calcium hydroxide, becoming an integral part of the concrete, resulting in a dustproof floor .This reduces maintenance costs..



## Formula 07

# VS

## Other Densifiers

immediate sealing	Sealing Time	No sealing
After 20 days of curing time	When can it be Applied on a new Floor ?	After 20 days of curing time
Single application	How many application to seal, harden and dustproof	Multiple application for hardening and dustproofing



# Area of Application



- Data Centres
- Distribution centres
- Exhibition halls
- Manufacturing plants
- Outdoor Concrete
- Parking area / garages
- Warehouses
- Retail stores
- Sports stadiums





**Safe Express - Gujrat**  
**40,000 Sqft**



**TVS – Madurai**  
**2,60,000 sqft**



**Office Space - Pune**  
**2000 Sqft**



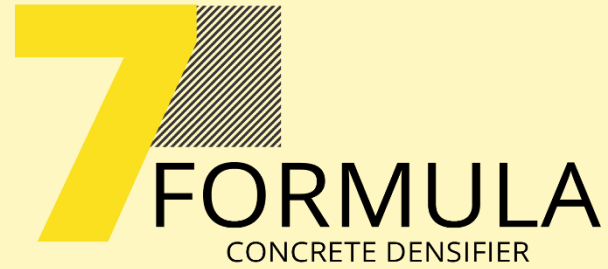


**Micro Prints – Bangalore**  
**14,000 Sqft**



**Pluss Advanced  
Technologies Pvt.  
Bawal, Haryana  
Office Space**

Formula 07 + Colour Dye



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