



1. Fundermax Max Exterior panels are doubly hardened and they are easy to maintain because of the anti-graffiti properties.
2. Ashwani Khanna, Associate Vice President Marketing, Fundermax India

CLADDING CUES

ADDING A UNIQUE APPEAL TO THE FACE VALUE OF A BUILDING, CLADDING SOLUTIONS ACHIEVE MORE THAN JUST GIVING AN AESTHETIC FACELIFT.

BY BINDU GOPAL RAO

Cladding is used for different purposes, including creating a control inside the environment, securing the building from outside climatic conditions, avoiding the transmission of sound, giving thermal insulation, and making strides appearance of buildings.

MULTIDIMENSIONAL AFFAIR

There is a juxtaposed difference between buildings of the past and buildings of the present. Almost 95% of commercial buildings and almost 30% of residential buildings are cladded. There are hardly any fancy buildings created in the world as of today and even in



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India, that are not using a cladding material. Cladding is used for protecting buildings, changing a building's aesthetic, reducing maintenance, insulating a building, keeping a building safe and making a building more durable. Ashwani Khanna, Associate Vice President Marketing, Fundermax India says, "there is a growing need for use of cladding products that are green building compliant. Hence, companies are willing to explore and create newer cladding systems that are efficient in nature. As per recent trends, we are seeing an array of structural practices that uses lightweight building materials. The installation benefits will vary depending on the end user's need." Wienerberger India's façade portfolio is characterised by innovative tiles which offer the perfect combination of aesthetics and inherent benefits of clay.



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3. Stone Cladding from Makemyhouse.com
4. Stone & HPL Cladding for the exterior courtesy Makemyhouse.com
5. Husain Johar, Founder and Creative Head, Makemyhouse.com



6. Alok Agarwal, Chief Marketing Officer, Orientbell Tiles

7. Jimmy Mistry, Founder, Della Group

8. EHG Brick Rustic Beige tiles from Orientbell Tiles lend this space a unique aesthetic.

9. Sustainable materials and clay cladding that has come in from Malaysia is superior in their endurance against algae and fungus.

10. Cladding materials have now been replaced with composites, artificially created stone surfaces, textured panels, technologically advanced alloys.

TRENDING TALES

Materials like terracotta that has an earthy look, is 100% natural and fire resistant is mostly found in heritage buildings is making a comeback. Stone and ceramic tiles are an eco-friendly material that gives an earthy look and one that is also easily available is a common material for cladding. High-Pressure Laminates (HPL), a material that has a wood look is easy to install and its material is mass-produced is popular too. Husain Johar, Founder and Creative Head, Makemyhouse.com explains, "in the rain-screen cladding system, an air cavity is created between the load-bearing wall and the cladding material to allow continuous ventilation. The system is made with a bearing wall, an insulation layer,



and a cladding material that is fixed to the building using a supporting structure." Claddings that take insight from the most balanced and powerful shape, the hexagon to helm remarkable 3D stone tiles that encompass the beauty of geometrics are in huge demand. Customers are willing to embrace the beauty of shapes and patterns into their houses. Alok Agarwal, Chief Marketing Officer, Orientbell Tiles avers, "talking about the trends in cladding space we can see a high demand for deep grooves, plain whites and geometric patterns. For many years these colours and patterns have been a constant trend in the tiles industry but if we look beyond the trends, consumers are now choosing durable wall cladding tiles. Elevation range from Orientbell Tiles



incorporates durable and high-quality features and ensures less maintenance along with increased functionality of the property envelope for the years to come."

DO THE NEW

The cladding space is filled with brilliant new ideas and products that have taken the whole cladding industry by storm. Customers have become more mindful when it comes to selecting things for their houses both for interiors as well as exteriors. Jimmy Mistry, Founder, Della Group opines, "alternate materials, cladding started off which stones and now very quickly they are being replaced with manmade material, ecofriendly and more thermal suited and resilient and are greener in their manufacturing process and carbon footprints. Cladding materials are traditionally glass and stone which have now been replaced with composites, artificially created stone surfaces, textured panels, technologically advanced alloys. There are sustainable materials and clay cladding that have come in from Malaysia which are superior in their endurance against algae and fungus." Moving towards a new era of design for home spaces, people look forward to opting for cladding instead of painting their walls.

CHANGING VISTAS

Cladding has changed in the post COVID-19 world. "In hospitals, for minimum bacterial growth or pest infestation behind the panels, these wall claddings help in controlling infections. Such wall claddings are ideal for highly sterile environments due to the ability to heat weld joints, provide stellar patient care, and be the ultimate system for infectious control environments," avers Johar. Cladding can be tailored to the configurations of a school classroom. Moreover, it's a neutral but sophisticated look that designs make the room more conducive to learning. Stone having straight line patterns or subtle geometric shapes streamlined to create the design and forms are attracting more customers. Nikhil

ARTESTONE: LOOK OF AGE-OLD STONE AND STRENGTH OF NEW-AGE CEMENT

Everest India's leading and fastest growing complete building solutions provider has a cladding solution called Artestone that is ready to install stone look-alike fiber cement cladding. It is lighter than stone and dimensionally stable. Artestone can help wrap homes, offices, showrooms, malls, and resorts with an added layer of sophistication and panache.



Tiwari, Founder and Principal Designer, Topstona adds, "customers are experimenting with colours and patterns which are bolder, richer and have abstract patterns. Stone that boasts the richest black colour and has a matte finish that gives the right amount of shine and texture. This specific cladding type is for customers who are looking to add luxury and finesse into their home. Customers are also showing interest in irregular patterns that are inspired from the patterns in nature which give it a natural charm." Claddings have always been an environmentally friendly option. From its low maintenance to its durability, it's been a go to option for consumers who are looking for an environment friendly and good-looking option for their



11. The widespread adoption of natural cladding materials not just in commercial spaces but also IT parks, public utilities and hospitality would be the key drivers for growth courtesy Wienerberger, India

12. Monnanda Appaiah, Managing Director, Wienerberger, India



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13. 6 degree collection by Topstona is a visual treat.

14. Nikhil Tiwari, Founder and Principal Designer, Topstona

15. Claddings in hexagon shape are made from remarkable 3D stone tiles that encompass the beauty of geometrics are in huge demand by Topstona

house. The companies also make sure that they contribute towards preserving the environment with various measures that are put into place.

MARKET MOVES

The wall cladding market is witnessing growth at a slower pace because of the slowdown in commercial construction. "Architects prefer natural products with longevity complementing glass and other modern materials. The widespread adoption of natural cladding materials not just in commercial spaces but also IT parks, public utilities and hospitality would be the key drivers for growth. The renovation market also holds promise in cladding as we have seen an uptick where existing structures with ACP are

moving towards cladding them with clay façade tiles. The sustainability aspects of a building, energy savings will be more relevant to the builders as well as the occupants," says Monnanda Appaiah, Managing Director, Wienerberger, India. Designs taking inspiration from ancient styles have also made their way into the cladding space. People are looking to adopt bolder patterns and styles than they were before. This gives the cladding industry room to experiment with ideas that adopt the classic designs and gives it their own spin.

TECHNOLOGY TAKE

New research on nano materials, biomaterials, and smart compounds that mimic natural nano structures and processes is being tried almost every day within radical technologies. The materials used for cladding are very much vulnerable to fire properties due to which it becomes extremely difficult to control the fire from outside making industry standards, material behavior, combustibility, and performance of utmost importance. Smart features such as anti-bacterial properties and resistance to fading, are also found across all wall cladding solutions. Surfaces with anti-microbial properties and that are easy to clean have slowly become a critical norm in the market. A lot of discussion in forums suggest that the usage of partition system may come back in place of the open office space format. As people spend more time working indoors post pandemic, they have realized that rising costs of energy on air conditioning is not feasible in the long run. This is where there's a need to plan long term for building materials that offer healthy indoor living conditions and better thermal insulation. ⁶⁸

WEBSITES:

- **Makemyhouse:** www.makemyhouse.com
- **Della Group:** www.dellagroup.in
- **Topstona:** www.topstona.com
- **Fundermax India:** www.fundermax.in
- **Wienerberger, India:** www.wienerberger.in
- **Orientbell Tiles:** www.orientbell.com