

SCG SmartWOOD
Better than natural wood, it is **SmartWOOD**

SCG

Cladding
Decking
Screen Walls
Fencing

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Brought to India by : **HYDROBATHS RAMCO MARKETING PVT. LTD.**
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As a building material, **SCG SmartWOOD** is the **biggest alternate to Natural Wood and Wood composite facading materials** with a **lower price point and performance that is superior** to Natural wood and Wood Plastic Composites. **SCG SmartWOOD** has enormous applications in **Cladding, Fencing, Landscape, Decking, Gates, Pergolas, Screen Walls, Gazebos** etc. **The applications of SmartWOOD are only limited by the imagination of the designer.**

SmartWOOD is a next generation fiber cement sheet which is waterproof, termite proof, weather proof, very strong and durable and is suitable for usage in External Cladding, Fencing, Decking, Landscapce. Since, the **SmartWOOD** is waterproof, termiteproof, fireproof and sound proof, it can be used both in interiors as well as exteriors. The **Firm & Flex** technology of SmartWOOD system makes it strong and durable and flexible/bendable at the same time.

SmartWOOD (Fibre Cement based Wood Alternate) is manufactured by **SCG (Siam Cement Group)**. **SCG** generates approx 20 billion USD in revenues annually and is one of the largest industrial conglomerates and manufacturers of high grade building products in Thailand/ Asia.

Relevance of the product in India:

Usage of Wood in the external facades as a design element has gathered tremendous momentum across the world. With the usage of SmartWOOD designers can have natural wood aesthetics on the external / internal walls without any of the problems that is associated with the usage of Natural Wood. Usage of Natural wood in exteriors has several problems associated with it. Natural wood tends to bend, warp under weather conditions. It also gets infested with termite and is not waterproof and neither is it fireproof. SmartWOOD provides all the benefits and aesthetics of Natural wood without any of the problems associated with Natural wood and also at a much lower cost.

SmartWOOD comes in the form of wood planks/ strips of with a wooden texture on the surface. There are multiple types of wooden textures available (From Deep Grain to Natural Teak to very subtle wood grain) to satisfy the entire visual aesthetic requirements that a client/ designer may have for a project.

Benefits of SmartWOOD:

1. **SUPERIOR PERFORMANCE AND WEATHER PROOF:** SmartWOOD is Water proof, Termite proof, Fire proof, Sound Proof and has good Thermal Insulation.
2. **REAL WOOD TEXTURES:** The wooden textures of SmartWOOD are very authentic and look just like real wood.
3. **POLISH/ STAIN JUST LIKE NATURAL WOOD:** SmartWOOD can be polished, painted, stained, varnished just like natural wood. There are thousands of natural wood finishes that can be achieved on SmartWOOD. (i.e: Matt, Glossy, Single Color, Double Color, Antique, Modern etc).
4. **USE IN INTERIORS AND EXTERIORS:** SmartWOOD can be used both in interiors and exteriors.
5. **HIGH IMPACT LOAD:** SmartWOOD has high impact resistance. So it can take a lot of heavy beating without any damage.
6. **BENDABLE :** SmartWOOD is flexible and can be bent if needed.
7. **HIGH POINT LOAD STRENGTH:** SmartWOOD has high point load strength. Can hang heavy paintings or TV screens on SmartWOOD without any special framing in the back. Each point can carry a load of 80-90 kg.
8. **EASY WORKABILITY:** SmartWOOD can be cut like plyboard with normal wood cutting tools.
9. **NAILING/ SCREWING POSSIBLE:** It is possible to both nail and screw in SmartWOOD, so it can be used pretty similar to plyboard.
10. **SPEED:** As a cladding system SmartWOOD cladding is very fast . With SmartWOOD one can achieve an efficiency of 1500-2000 sq ft of cladding in one day with a skilled team. Large amounts of moneys can be saved in saved interest / financial costs due to faster completion of projects.
11. **LIGHTWEIGHT:** SmartWOOD system is lightweight and does not impose heavy loads on the façade or the structure.
12. **FLEXIBILITY IN DESIGN:** The designers can use SmartWOOD in many creative ways to achieve flexibility in design.
13. **GREEN CONSTRUCTION:** SmartWOOD is a environmentally responsible Green product. As an alternate for Natural Wood it reduces the environmental burden on our forests.
14. **ECONOMICAL:** SmartWOOD system is much cheaper than any of its alternates like Natural Wood, Wood Composites etc and yet has better aesthetics and performance.

SmartWOOD has also started its first flagship Experience Center in Mohali where all the products and solutions from SmartWOOD are on live display. The experience center is a rich resource for the customers/ designers/ developers/ trade partners/ channel partners to visit and experience the SmartWOOD products and systems. The Display center is one of its kind and has been designed in an interesting educational manner where clients, architects, designers can understand the technicalities of how and why of the SmartWOOD products and solutions.

“The beauty and earthiness of Natural Wood has a special place in every architect/ designers palette of design materials. SmartWOOD is a revolutionary product that the designers can use to get beautiful natural Wood aesthetics with ultimate durability, performance and cost effectiveness. The beauty of SmartWOOD also lies in its versatility of applications. Designers can come up with many new innovative new applications for the product.