



GUANGDONG C LEADER BUILDING MATERIALS CO., LTD.





SHELL PLASTER

SPECIFICATION

Product Name:	SHELL PLASTER
Product Code:	S9981
Type:	Water-based acrylic emulsion
Appearance:	Powder
Main Components:	Ca(OH) ₂ + TiO ₂ + Plant powder
Color:	White
Finish:	White
Volume:	3 KG/bucket
Brushing Area:	8-10m ² /kg
Water Proportion:	1:0.7-1:1
Ultimate Drawing Force:	1.2 MPa
Product Standard:	GB50325-2001
Service Life:	30 years
Shelf Life:	18 months
Drying Time:	0.5 hours





Harmful of Formaldehyde

Using the traditional wall painting

1. Main components: Polymer emulsion

2. Physical process: No breathing function, when in the running time, Too much water causes the walls to mold.

3. No decomposition function: Furniture produced benzene, formaldehyde, TVOC can not be decomposed, causing serious harm to people's health.

4. Strong closure: Hazardous substances are not volatile, indoor circulation at a long-term

5. Easy to fade, to maintain a short time



A beautiful room starts with the walls



SOLUTION



SHELL PLASTER

A beautiful room starts with the walls



The process of C LEADER shell plaster



Featured shells

Delicate
cleaning

High
temperature
calcination

Blend
fusion

After 21 processes refined





How did C LEADER shell plaster solve this problem?



1. Main components: $\text{Ca(OH)}_2 + \text{TiO}_2 + \text{Plant powder}$

2. Excellent water breathing function, the surface does not condensation, dry weather release of water.



3. Shell plaster contains photocatalyst, decomposition of formaldehyde and other harmful substances.

4. Unique porous cavity structure, continuous adsorption and decomposition of formaldehyde and other harmful gases and odor, so you live every day in the forest oxygen bar, enjoy a healthy life!



5. Pure natural materials, pure color and beautiful, will not fade keep color about 30 years.



Compared with the Similar products ➔

Item	C LEADER shell plaster	Diatom mud	wallpaper	Latex paint
Craftsmanship	Processing of marine waste, waste utilization, without formaldehyde and other harmful substances	Don't contain formaldehyde and any other harmful substances	Most wallpaper glue contains formaldehyde and other harmful substances	Most wallpaper glue contains formaldehyde and other harmful substances
Adsorption, decomposition function	adsorbe decomposition of formaldehyde and other harmful gases, purify air	NO	NO	NO
Fire retardant	Flame retardant High temperature 1300 ° C dont produce any harmful fumes	Not flame retardant	Non-flammable fire can cause harmful fumes	Non-flammable fire can cause harmful fumes
Noise reduction	Surface porous, sound absorption performance significantly, double noise reduction	Poor	Poor	Poor
Service life	30 years do not fade, long as new	5-8 years easy to fade	3 - 5 years later easy to fade yellowing cracked Alice	3 - 5 years later easy to yellowish skin
Construction technology	Applicable to wide range color deployment easy, can be used bomb coating, flat coating process, the construction of simple low cost.	not suitable for large-scale construction, no flat coating products; high construction costs and technical promotion of bottlenecks; color limitations are not flexible enough	Complex construction and high construction costs; supporting glue pollution is serious; the overall cost is high; the scope of construction is limited; the higher requirements of the substrate	The price is relatively low; construction requirements of high technology, construction after a long time



C LEADER SHELL PLASTER ADVANTAGES

1. The day to stay: raw materials don't contain harmful substances, 100% green ecological paint.
2. Adsorption purification: porous wall structure adsorption decomposition of air in formaldehyde, toluene, and TVOC and other harmful substances.
3. Balance of humidity: excellent water breathing function, the surface don't condensation, dry weather will release water.
4. Antibacterial antibacterial: chitin, alkaline, inhibit the growth of a variety of bacterial spores.
5. Clear odor: porous structure adsorption room smoke, pet smell, musty and other smell.
6. Decomposition of formaldehyde: containing photocatalyst, decomposition of formaldehyde.



A beautiful room starts with the walls



7. To prevent static electricity: the main raw material for the "calcium", with excellent anti-static properties, easy to absorb dust.
8. Zero light pollution: porous structure of the light to form a diffuse reflection, so that the indoor light naturally soft, to protect eyesight.
9. Fire retardant: high temperature calcination, does not contain organic matter, effectively prevent the wall material burning.
10. Long life: inorganic materials, molecular structure is stable, up to 20 years without problems.
11. Bright colors: pure natural materials, pure color and beautiful, easy to fade.
12. Release of negative ions: can release oxygen anion, living in shells in the house with the seaside walk as fresh and refreshing.



A beautiful room starts with the walls



COST PERFORMANCE

C LEADER SHELL PLASTER COST SAVING UP TO

30.61%!!!

Item	C LEADER Shell Plaster	Diatom mud
Main components	Ca(OH) ₂ + TiO ₂ + Plant powder	Diatom mud minerals
Packing	Bucket	Bag
Price	\$24.30	\$14.7
Standard	3kg	10kg
Consumption	8m ² /kg	1m ² /kg
Unit cost	\$1.02/m ²	\$1.47/m ²

- Compared with the diatom mud, the cost is according to the general market price.
- (Note: C LEADER shell plaster is Dry powder, when construction need add water 1:0.7-1:1.)

C LEADER SHELL PLASTER/ DIATOM MUD= \$0.45/\$1.47= **30.61%**

C LERDER TILE SHELL PLASTER SAVING UP TO **30.61%!!!**



A beautiful room starts with the walls



C LEADER SHELL PLASTER TESTING



1. Formaldehyde Testing

2. Absorb Odor Testing

3. Drinkable Testing

4. Fire Experiment Testing

5. Water absorb Testing





Advantages I : Adsorption of formaldehyde, release negative ions, clean air, eliminate odor.

Formaldehyde Testing





1. Efficient net formaldehyde



Open the new shell plaster, Put the formaldehyde tester into the box ,the tester is **zero.**



Advantages II : Adsorption of formaldehyde, release negative ions, clean air, eliminate odor.

Absorb Odor Testing





2. Absorb odor

Compare the two different boxes



After 5 minutes, This box still have smoke inside.

This box have C LEADER Shell plaster inside, it is much clear than the other one.

Experimental results show, **C LEADER SHELL PLASTER** can absorb odor Excellently.



Advantages III : Adsorption of formaldehyde, release negative ions, clean air, eliminate odor.

Drinkable Testing





3. Eco-friendly and Drinkable



Take some shell plaster, Stir evenly with water.
Our shell plaster is Eco-friendly and drinkable.





Advantages IV : Adsorption of formaldehyde, release negative ions, clean air, eliminate odor.

Fire retardant Testing





4. Fire retardant Testing



Spray alcohol on the shell made of shell plaster,
Lit with a lighter, Shell plaster template no fire.



Advantages V : Adsorption of formaldehyde, release negative ions, clean air, eliminate odor.

Water absorb Testing

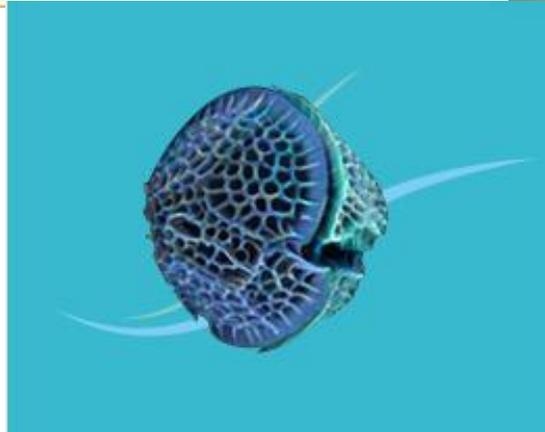




5. Water breathing Testing



Sprinkle water on a dry shell plaster plate, the shell plaster absorb the water in 30S.



Unique porous cavity structure,
strong adsorption capacity



Advantages V : Easy construction





ADVANTAGES- WIDE RANGE OF APPLICATION

- Can replace diatom mud, the price is cheaper than diatom mud.
- More long life than the wallpaper, customers can make the desired color.
- More environmentally friendly than children's paint, more cost-effective.





Compared with the traditional construction of wall tiling

- Flat coating process



1. Put shell plaster to Debugging barrels



2. Shell plaster : water = 1:0.7-1:1



3. Add Color paste



4. Stir evenly 0.5 hours



5. Filter 100 mesh



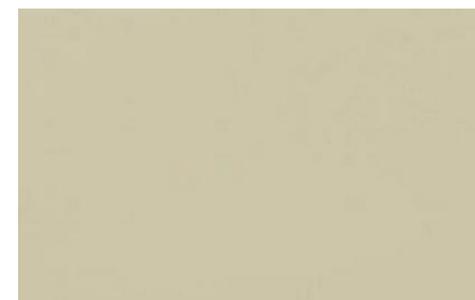
6. Rolled the roller evenly on the wall



7. After 0.5 hour roll the second time



8. receive light, finish flat coating





Compared with the traditional construction of wall tiling

• Printing process



1. Put shell plaster to Debugging barrels



2. Shell plaster : water = 1:0.7-1:1



3. Add Color paste



4. Stir evenly 20 minutes



5. Adjust the level



6. Prepare print and infrared levels



7. Printed on the wall in turn



8. Receive light in 20 minutes





Compared with the traditional construction of wall tiling

- Bomb coating process



1. Put shell plaster to Debugging barrels



2. Shell plaster:water=1:0.7-1:1



3. Add Color paste



4. Stir evenly 20 minutes



5. Pour the shell plaster into the spray gun



6. evenly sprayed on the wall 60 cm



7. Receive light in 20 minutes





Floral print application Cases





APPLICATION- Interior wall



NO MOLDY NO ALICE



A beautiful room starts with the walls



APPLICATION- TV backdrop



A beautiful room starts with the walls



APPLICATION- Children's room



A beautiful room starts with the walls



APPLICATION- Elderly housing





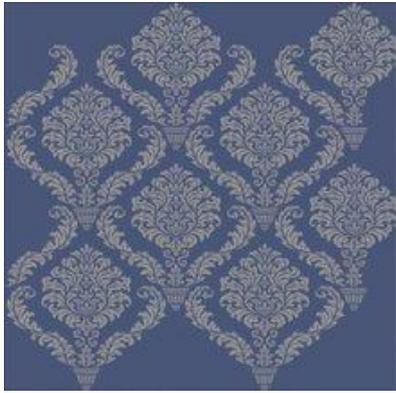
PRINTING EFFECT



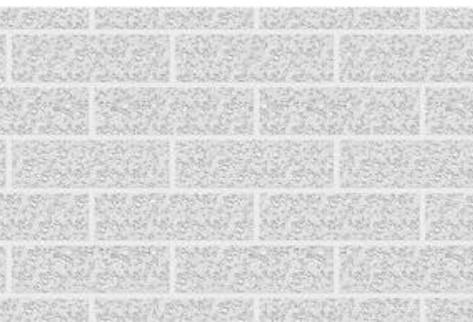
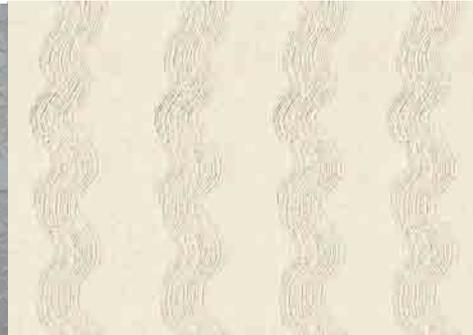
PRINTING EFFECT SHOW- Chinese style



PRINTING EFFECT SHOW



PRINTING EFFECT SHOW





COLOR SELECTION



WE CAN MAKE ANY COLOR THE CUSTOMER WANT



A beautiful room starts with the walls



TEST REPORT





150002243064

检验报告

TEST REPORT

中心编号(No.): 201608CW105

样品名称: 贝壳粉生态环保涂料
Sample Name委托单位: 广东耐力德建材有限公司
Client检验类别: 委托检验
Test Type

建筑材料工业技术监督研究中心

Technical Supervision and Research Center of the Building Materials Industry

建筑材料工业技术监督研究中心
Technical Supervision and Research Center of the Building Materials Industry

检验报告

TEST REPORT

中心编号(No.): 201608CW105

第 2 页 共 2 页

序号	检验项目	标准要求	检验结果	单项结论	
1	挥发性有机化合物含量 (VOC) (g/kg)	<15	未检出	合格	
2	游离甲醛(mg/kg)	<100	18	合格	
3	苯、甲苯、乙苯、二甲苯总和(mg/kg)	<300	未检出	合格	
4	可溶性重金属 (mg/kg)	铅 Pb	<90	1.8	合格
		镉 Cd	<75	未检出	合格
		铬 Cr	<60	2.0	合格
		汞 Hg	<60	未检出	合格
(以下空白)					
备注: 配比: 粉: 漆=1:1.5.					

检验单位地址: 北京市朝阳区管庄中国建材院内北楼 电话: 010-51164721 邮编: 100024

建材工业技术监督研究中心



150002243064

建筑材料工业技术监督研究中心

Technical Supervision and Research Center of the Building Materials Industry

检验报告

TEST REPORT

中心编号(No.): 201608CW105

第 1 页 共 2 页

样品名称	检验类别	委托检验
贝壳粉生态环保涂料	商 标	耐力德
委托单位	等 级	一级
生产单位	生产日期	样品编号 0010
生产日期	来样日期	规格型号 SLD010
来样日期	样品数量	样品状态 粉状
样品数量	检验依据	GB 18582-2008《室内装饰装修材料 内墙涂料中有害物质限量》
检验依据	检验项目	1. 挥发性有机化合物含量 (VOC) 2. 游离甲醛 3. 苯、甲苯、乙苯、二甲苯总和 4. 可溶性重金属 (铅 Pb、镉 Cd、铬 Cr、汞 Hg)
检验项目	检验结论	*经检验, 送检样品的挥发性有机化合物含量 (VOC)、游离甲醛、苯、甲苯、乙苯、二甲苯总和、可溶性重金属 (铅 Pb、镉 Cd、铬 Cr、汞 Hg) 的检验结果符合标准 GB 18582-2008 中强制性条款的技术指标要求。 签发日期: 2016年08月15日 (检验测试章)
检验结论	备注:	生产批号: 201607008A.

批准: 李永权 审核: 萧燕 编制: njw

检验单位地址: 北京市朝阳区管庄中国建材院内北楼 电话: 010-51164721 邮编: 100024

建材工业技术监督研究中心



A beautiful room starts with the walls