

# NATURAL

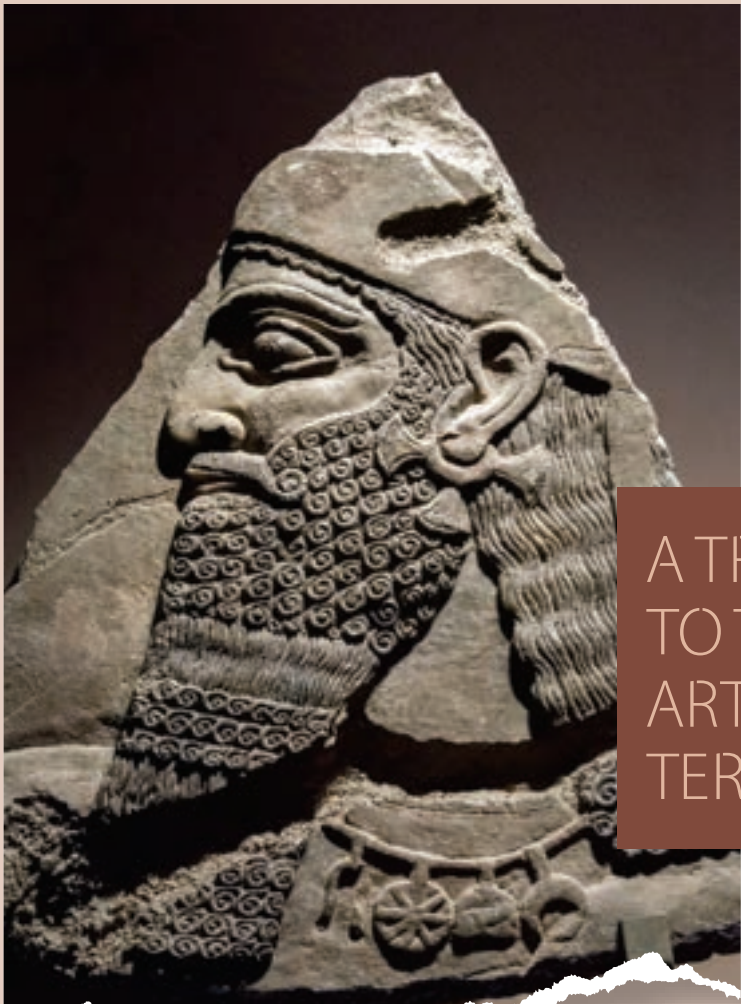
WHERE NATURE'S  
BEAUTY MEETS  
TIMELESS CRAFT

earthcoat

*AludecoR*  
Metal Composite Panel

Aludecor's Earthcoat series is a heartfelt celebration of terracotta's rich heritage and timeless charm. Inspired by the ancient and enduring art of this natural material, the collection captures the earthy hues and deep-rooted history that terracotta embodies. From the sun-drenched plains of Tibet to the vibrant clay-rich soils of Europe, terracotta has been a silent storyteller of human innovation and cultural evolution. Its warm, earthy tones remind us of a shared connection to nature, art, and the simple beauty of the earth itself.

The EARTHCOAT series draws inspiration from terracotta's remarkable journey across civilizations. Each shade has been carefully selected to reflect the diverse palettes found in terracotta worldwide, from soft creams and rustic tans to bold reds and rich browns. This collection honors terracotta's origins, where natural clay—infused with minerals unique to its land—has been shaped into masterpieces for centuries. By combining history, art, and natural beauty, Earthcoat invites you to bring the timeless elegance of terracotta into modern spaces, bridging the past and the present in a truly meaningful way.



A TRIBUTE  
TO THE TIMELESS  
ART OF  
TERRACOTTA



Easy  
Installation



Easy  
Cleaning



High  
Durability



Water  
Resistance



Fire  
Resistance

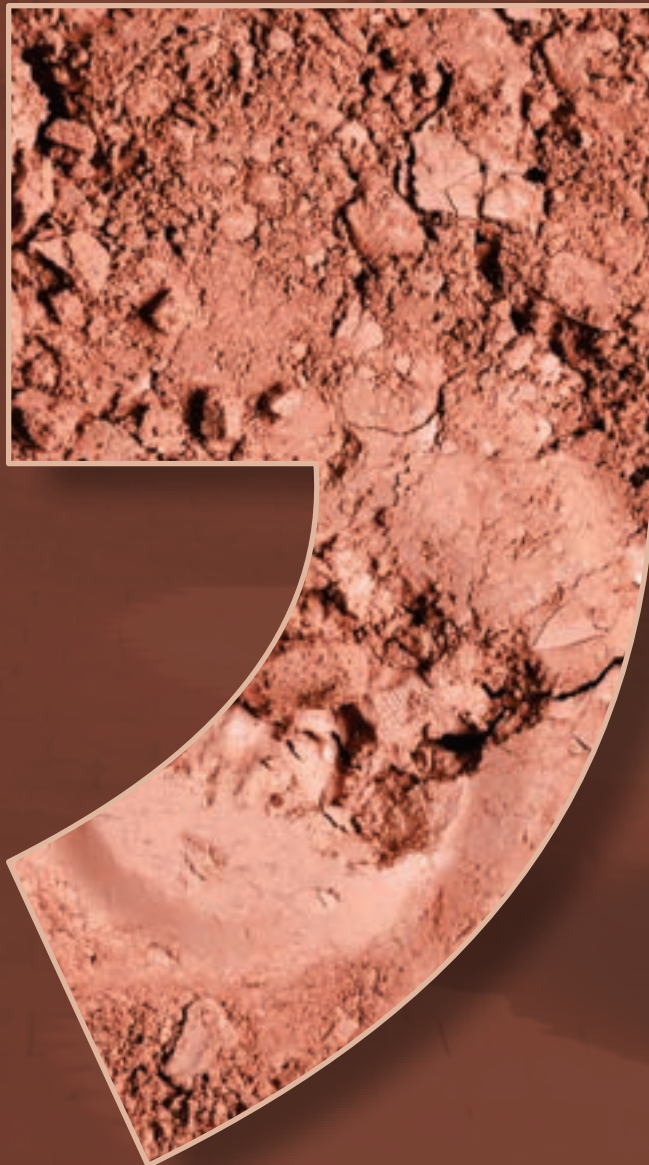


*AludecoR*  
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CRAFTED BY NATURE,  
INSPIRED BY...  
TRADITION



The Earthcoat series draws inspiration from the rich hues and natural beauty of terracotta as it evolved across different cultures and landscapes. This carefully curated collection highlights the range of colors found in terracotta from around the world. Each shade is a tribute to the land and history that have shaped this timeless material. With Earthcoat, we invite you to experience the fusion of ancient traditions and modern design, embodied in every color that connects us to the earth's rich and enduring legacy.





## OUTCLASSING CLAY TILES: WHY EARTHCOAT ACPs REDEFINE ELEGANCE AND SUSTAINABILITY IN ARCHITECTURE

### **Natural Warmth with Timeless Aesthetics**

Earthcoat ACPs emulate the earthy charm and warmth of natural terracotta, offering a sophisticated facade that blends traditional appeal with contemporary design. Perfect for creating inviting, visually stunning spaces.

### **Unmatched Design Flexibility and Wider Sizes**

Unlike smaller terracotta tiles, Earthcoat ACPs come in larger, standardized panels, simplifying installation and providing superior design versatility. Their adaptability to modern architectural needs makes them the ultimate choice for creative facades.

### **Eco-Friendly with a Significantly Lower Carbon Footprint**

Earthcoat ACPs are a greener alternative to terracotta tiles, thanks to their lightweight design that reduces transportation emissions and structural load costs. By reflecting solar radiation and minimizing heat gain, they enhance energy efficiency and reduce cooling demands. Their overall carbon footprint is far smaller than that of clay tiles, offering an advanced solution for sustainable construction.

### **Sustainable and Cost-Effective Recycling**

Crafted with 100% recyclable, lead-free coatings, Earthcoat ACPs save up to 95% energy during recycling compared to producing new aluminium. In contrast to clay tiles' energy-intensive reuse, Earthcoat ACPs ensure a more sustainable and cost-efficient approach to eco-conscious construction.

### **Superior Thermal Insulation**

Engineered for high thermal insulation, these panels enhance energy efficiency by reducing the need for heating and cooling systems. This ensures both environmental benefits and cost savings for modern buildings.

### **Durability with Minimal Maintenance**

Unlike terracotta tiles prone to cracking, chipping, and efflorescence, Earthcoat ACPs are built to last. They require no regular painting or chemical treatments, minimizing maintenance and long-term costs while preserving their aesthetic appeal.

### **Lightweight, Easy to Handle, and Faster to Install**

Earthcoat ACPs are significantly lighter than terracotta tiles, making them easier to transport and install. Their lightweight design reduces structural load, saves construction time, and lowers overall costs, setting a new benchmark for efficient building solutions.

## THE FUTURE OF FACADES

Earthcoat ACPs merge the best of tradition and innovation, offering architects and designers a product that combines aesthetic brilliance, eco-consciousness, and practical functionality. They don't just build structures; they craft enduring legacies of beauty, innovation, and sustainability.



OPEN UP TO  
THE ART  
INSPIRED BY  
TERRACOTTA



# AludecoR

## Metal Composite Panel

As a national leader in the metal composite panel industry, Aludecor stands at the forefront of innovation, quality, and sustainability. Our dedication to perfection earned us the European Aluminium Award - ESQR (European Society for Quality Research). With over two decades of expertise, we have consistently led the way in redefining modern architecture through our cutting-edge aluminium composite panels (ACPs). Our state-of-the-art facilities include seven advanced lamination lines, giving us the unmatched capacity to manufacture 9.6 million square meters annually. Aludecor is the only company to have a palletising line for manufacturing FR granules, ensuring us to advance our leadership in safety and technology. Trusted by architects and industry professionals nationwide, we have beautified over 2 lac projects across India and are proud of more than 10,000 projects that have stood the test of time, lasting over a decade. By blending aesthetic excellence with high-performance solutions, Aludecor continues to inspire creativity and elevate the built environment, all while delivering versatile and durable cladding solutions that meet the evolving demands of modern architecture.

- 1st ACP manufacturer with NABL accredited R&D FR Lab (as per ISO/IEC 17025:2017)
- Only company in India to have a palletising line for manufacturing FR granules
- Over 22 years of championing the metal composite panel industry in India
- Available in over 250 cities across India & select international presence
- Over 9.6 million square meters annual production capacity
- 450+ shades, personalised to fit your world
- Over 2 lac projects beautified in India
- 7 State-of-the-art lamination lines
- 1st Aluminium coil coaters in India



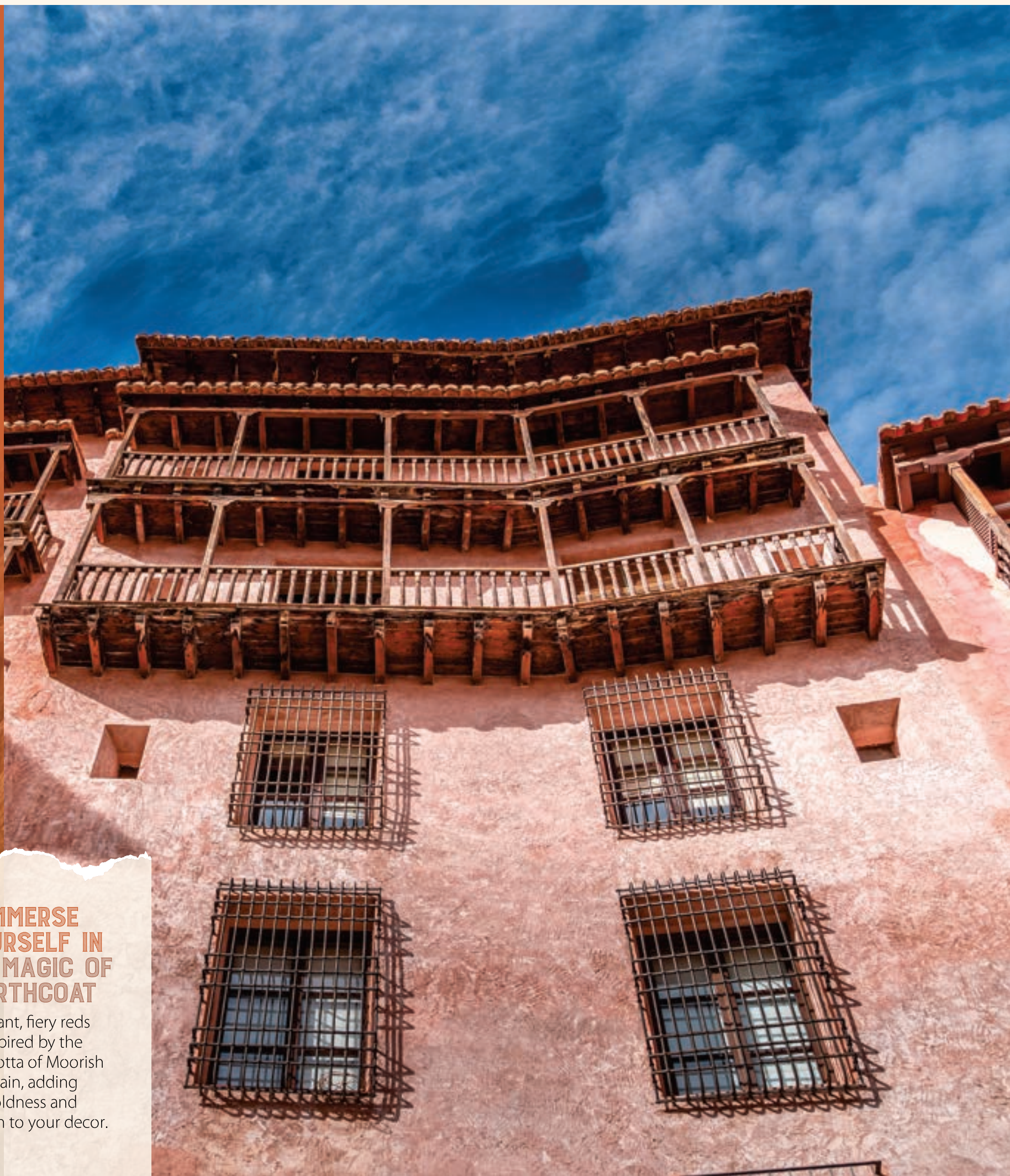
The superior surfaces of the Terracotta collection are equipped with leading features that instill your exterior with enchanting ambiance and spectacular characteristics.



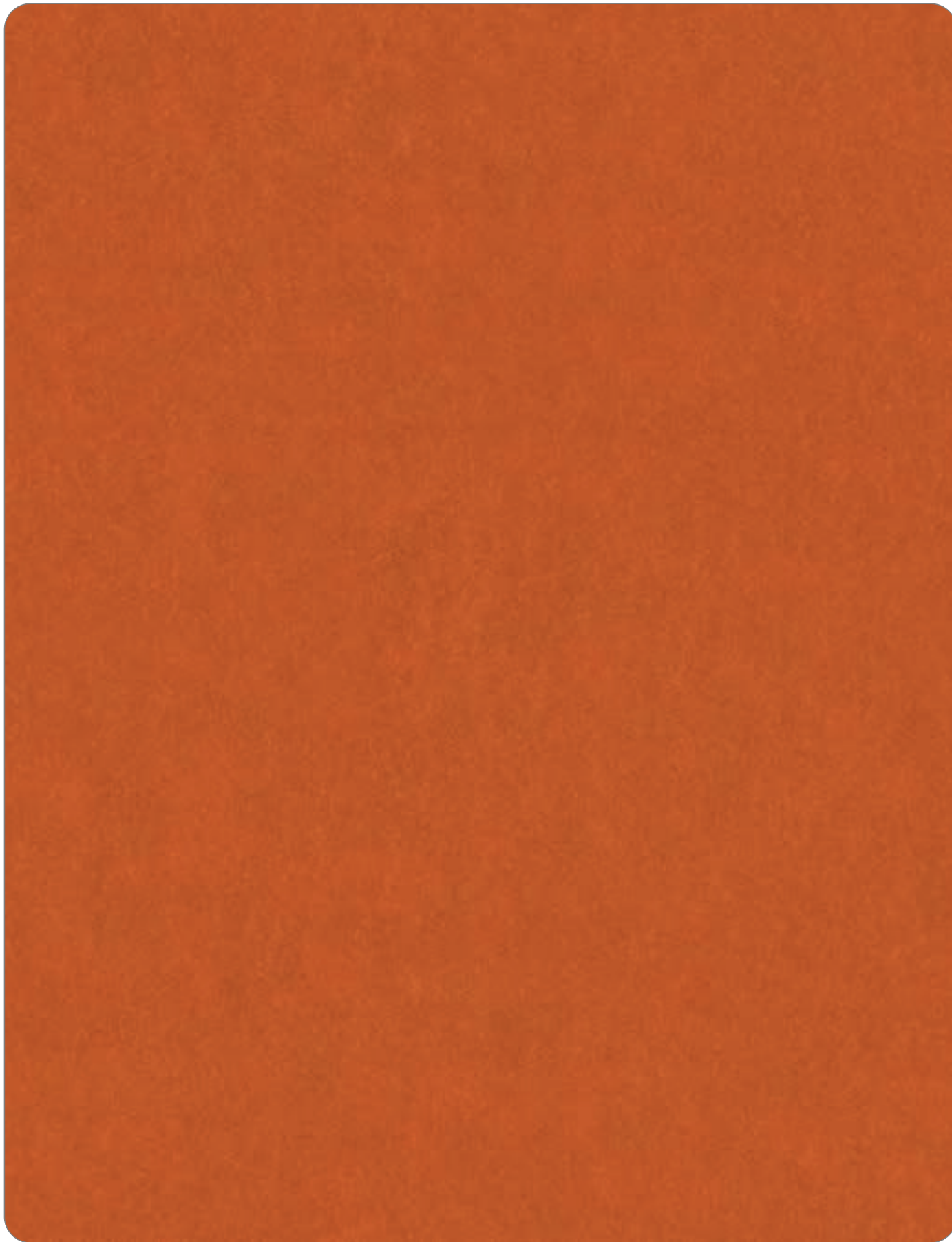
# essential

## IMMERSE YOURSELF IN THE MAGIC OF EARTHCOAT

Vibrant, fiery reds  
inspired by the  
terracotta of Moorish  
Spain, adding  
boldness and  
passion to your decor.







EC 01

Moorish Clay



## TUSCAN CLAY

This warm, golden hue is inspired by the terracotta landscapes of Tuscany, Italy, adding a touch of timeless elegance to any space.



EC 02

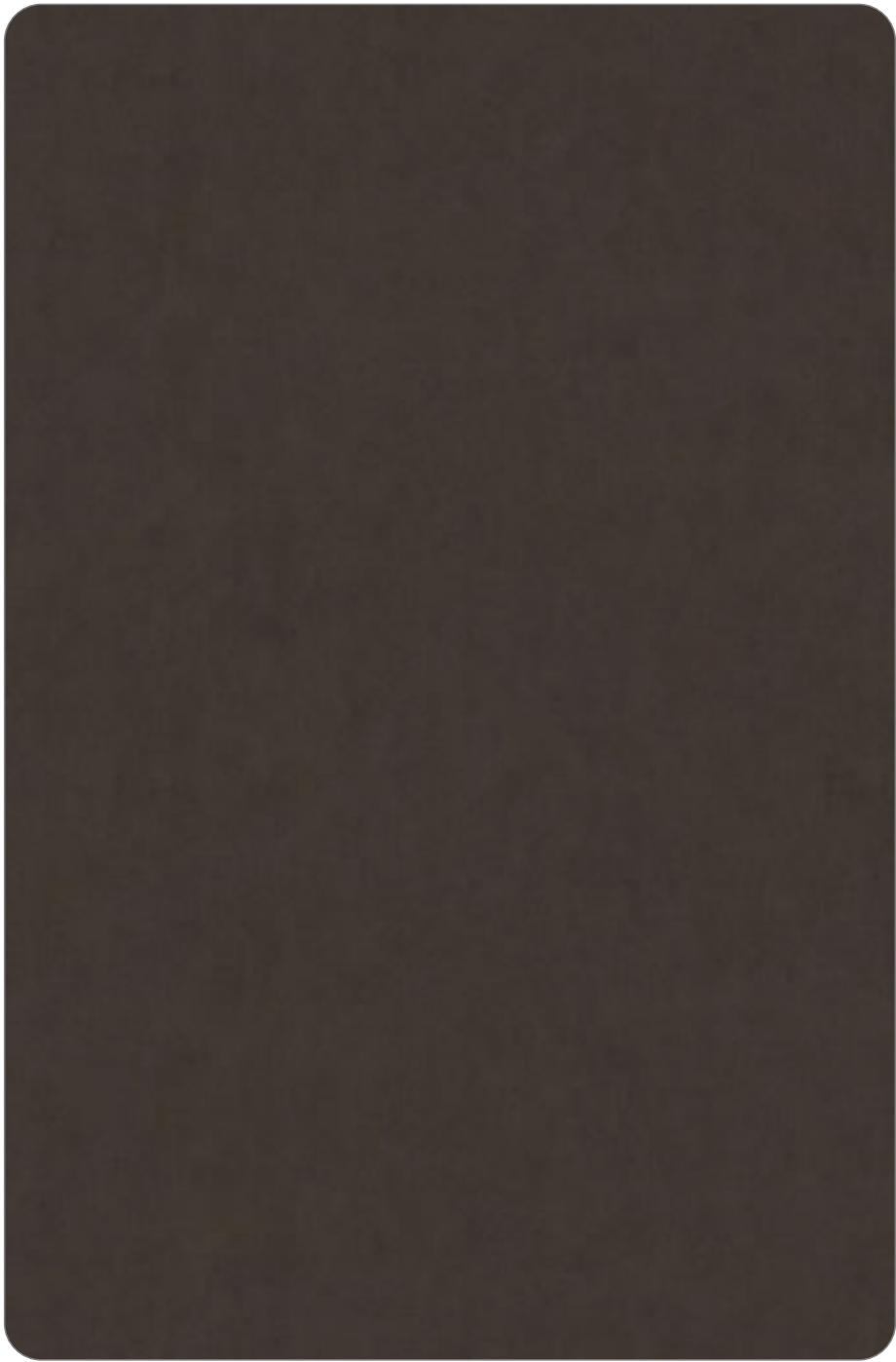
Tuscan Clay





ANDES CLAY

Capturing the  
deep, earthy  
tones of the  
Andes  
mountains.



EC 03

Andes Clay

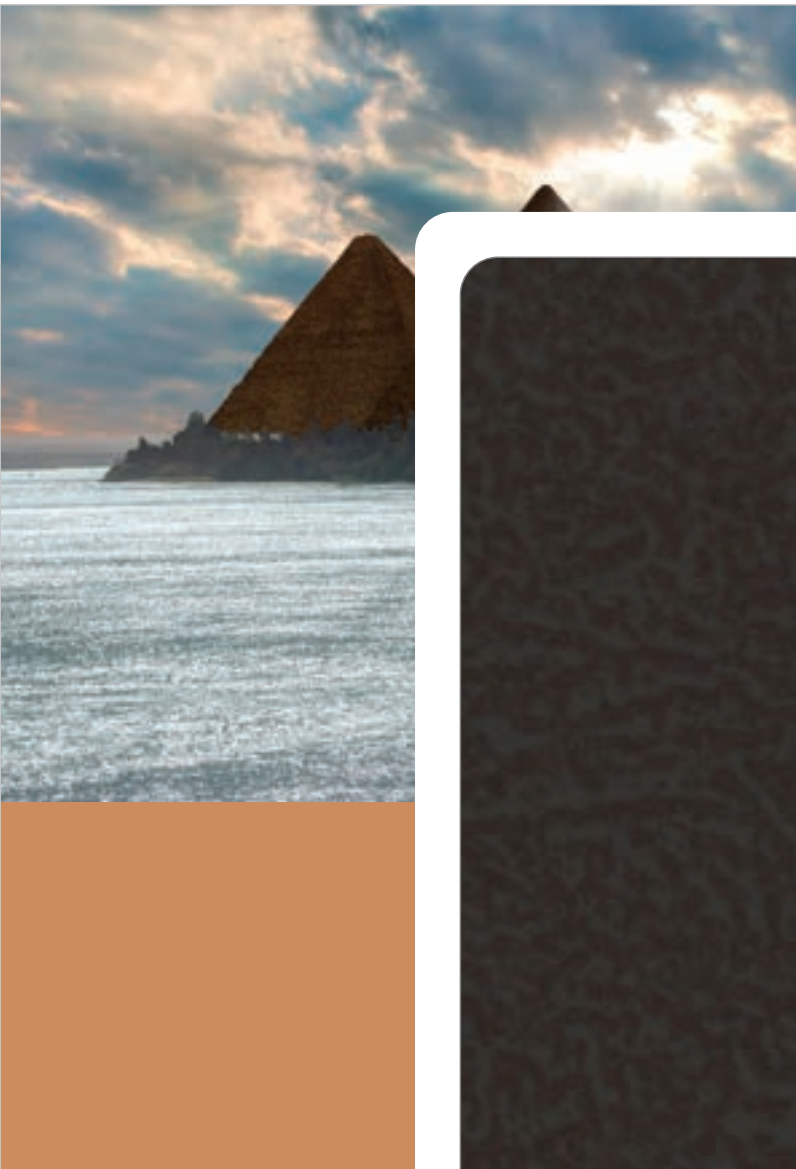




# DISCOVER THE POISE AND PACE OF NATURE

Inspired by the inky blackness  
of the Nile River at night.





EC 04

Nile Clay

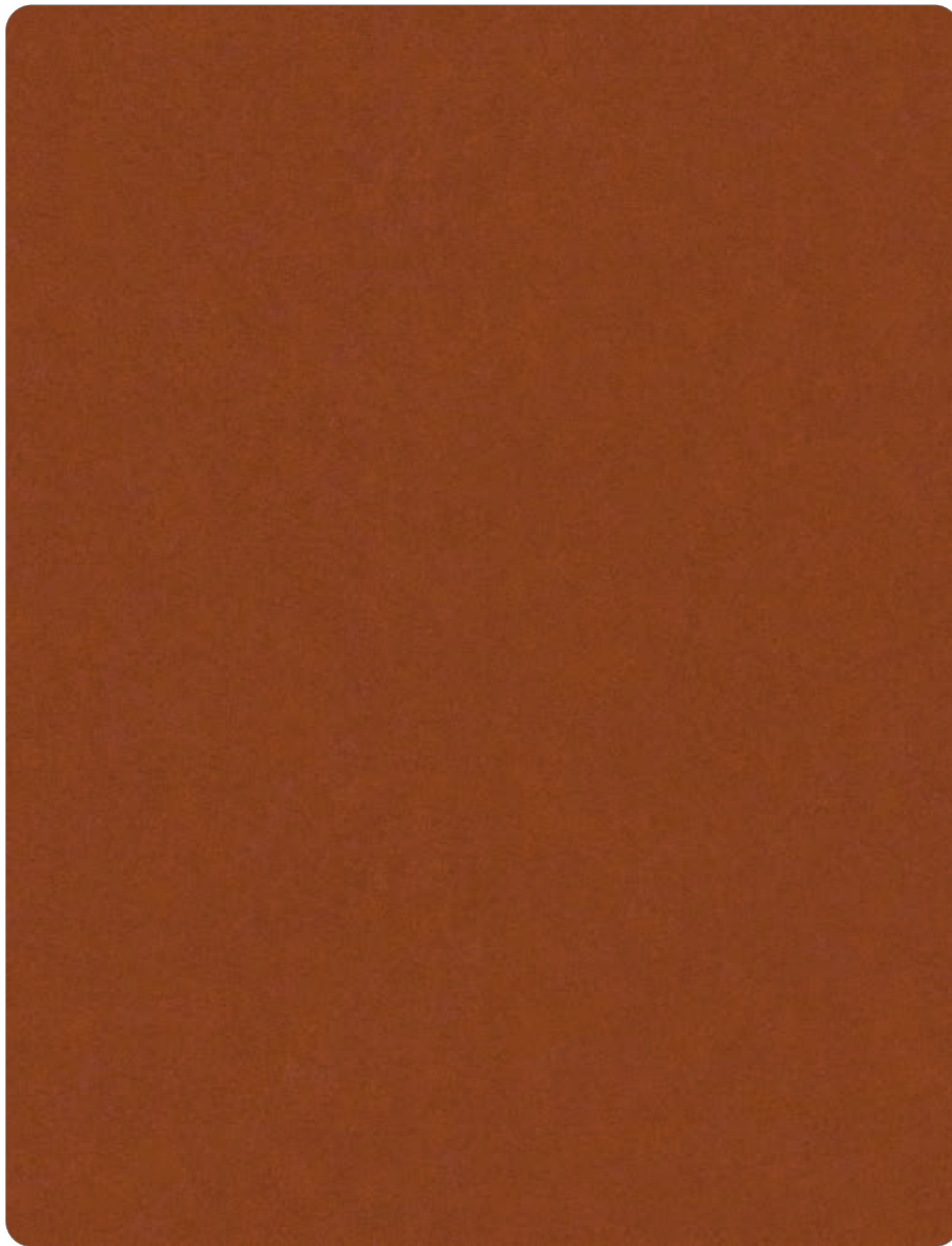




# THE MAGIC OF COLOUR COMBINED WITH THE MAJESTY OF NATURE

Capturing the unique earth tones  
found in Tibetan highlands.





EC 05

Tibetan Clay







EC 06

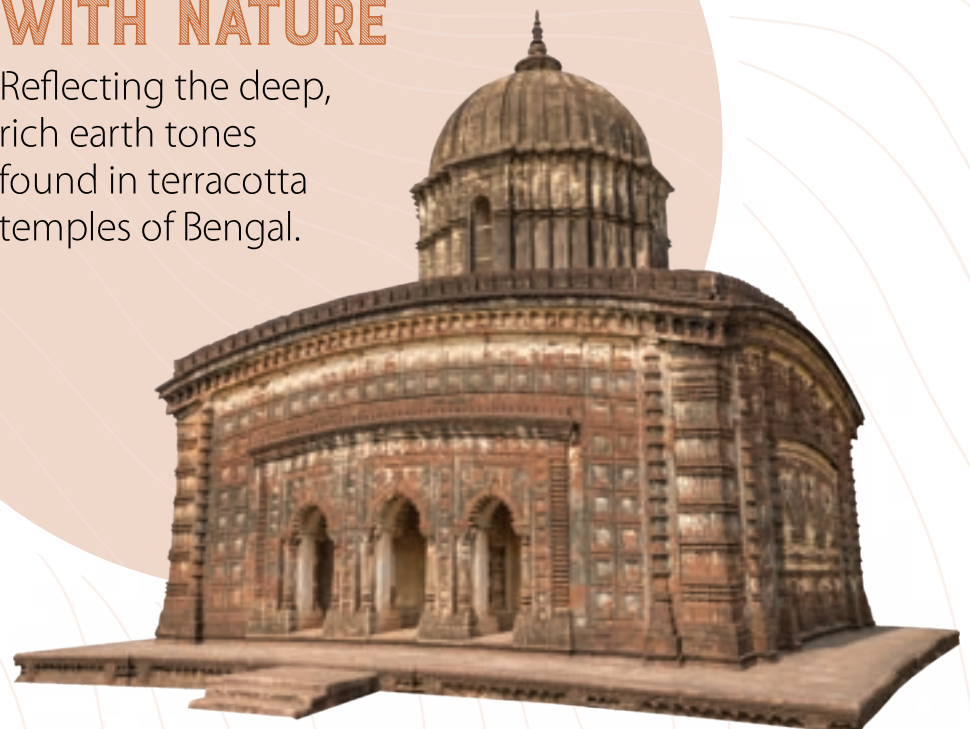
Bengal Clay





## MOVE TOWARDS MODERNITY WITH NATURE

Reflecting the deep,  
rich earth tones  
found in terracotta  
temples of Bengal.





# ETERNAL CRAFT SURFACES

A nod to the soft, sun-kissed hues of Terracotta found in Greece.



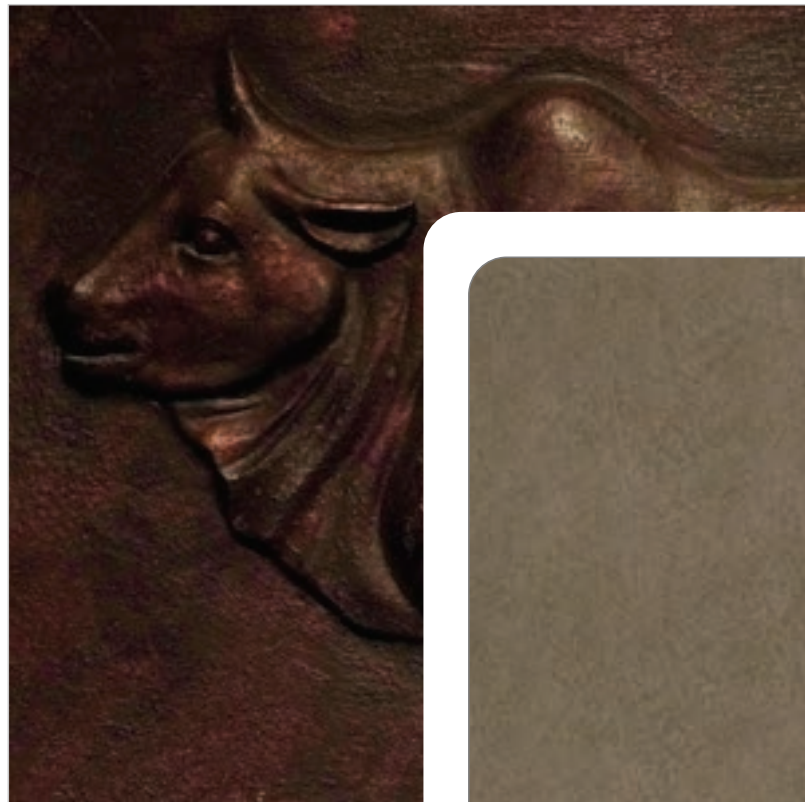




EC 07

Aegean Clay





EC 08

Harappan Clay



## SAVOR THE BEAUTY OF ARTISTIC STRUCTURES

Inspired by the ancient Indus Valley civilization, this shade reflects the muted, earthy browns of Harappa's archaeological relics. It brings a timeless, grounded feel to any decor, echoing history and heritage.



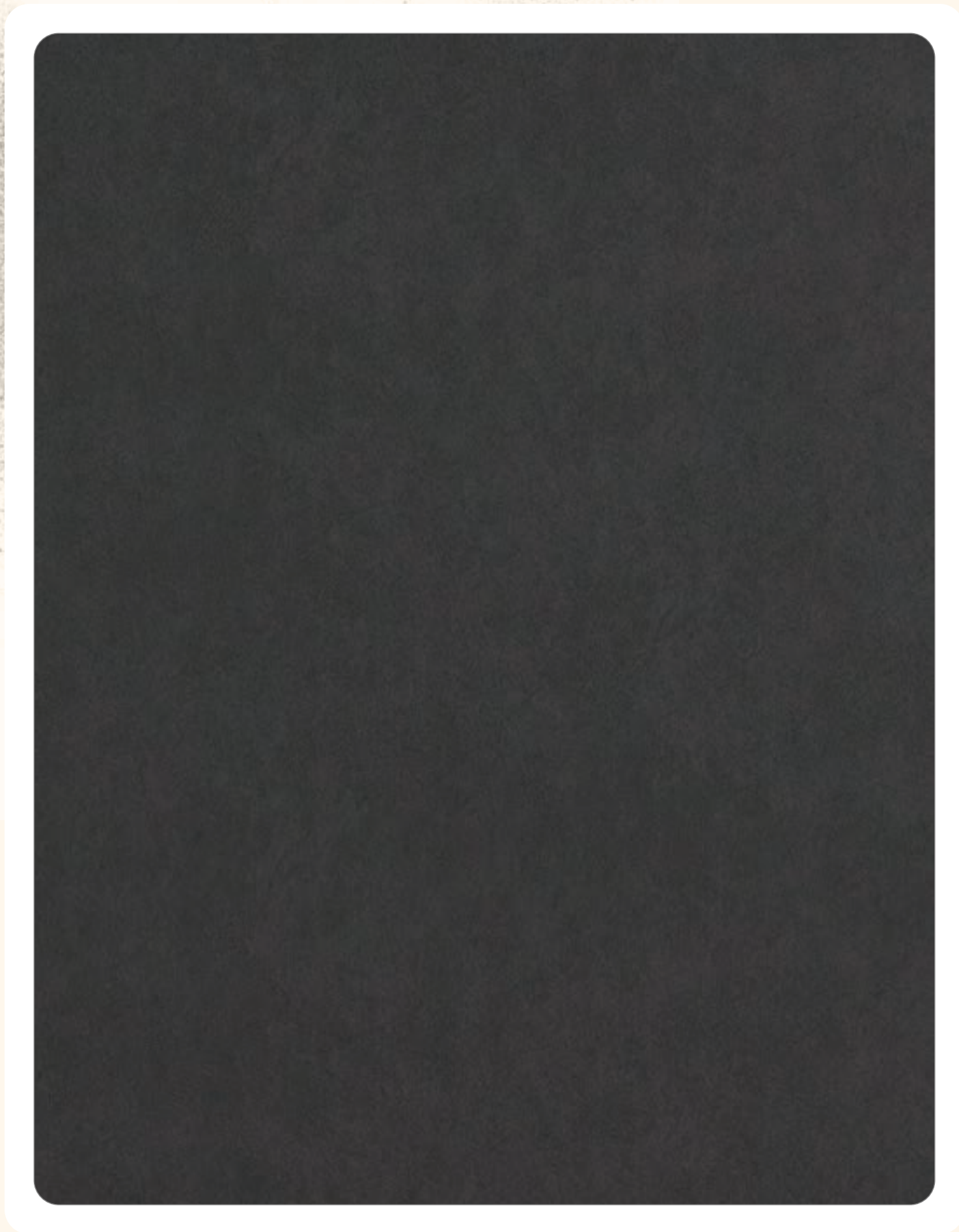




## EVERY PIECE IS A SYMPHONY OF GRACE

Drawing from the fertile crescent of ancient Mesopotamia, this shade captures the dark, rich earth tones of its riverbanks. It adds a sense of depth and antiquity, reminiscent of one of civilization's earliest cradles.





EC 09

Mesopotamian Clay



# naturalistic foundations

EC-02 Tuscan Clay / EC-03 Andes Clay / EC-08 Harappan Clay / EC-09 Mesopotamian Clay





EC-01 Moorish Clay

boundless



# ESSENTIAL ARTISTRY

Create harmonious  
sights that take inspiration  
from nature to adorn  
your exterior till eternity.

EC-05 Tibetan Clay





TECHNICAL SPECIFICATIONS

Sl. No.	Particulars	Product Composition						
1	Product grade	AL 63	AL 45	AL 43			AL 33	
2	Total thickness of the panel	6 mm	4 mm	4 mm			3 mm	
3	Thickness of the aluminium skin (Top skin/ bottom skin)	0.25 mm	0.5 mm	0.25 mm			0.25 mm	
4	Thickness of LDPE/Mineral Core	5.5 mm	3 mm	3.5 mm			2.5 mm	
5	Grade of aluminium skin	AA1100 (Supplier-Hindalco)	AA3105 / AA5005* (Supplier-Hindalco)	AA1100 (Supplier-Hindalco)			AA1100 (Supplier-Hindalco)	
6	Coating Thickness (Front Coil)	30 μ - 35 μ	30 μ - 35 μ	30 μ - 35 μ			30 μ - 35 μ	
		Three Coat Paint System	Three Coat Paint System	Three Coat Paint System			Three Coat Paint System	
		Suppliers AkzoNobel/ PPG/Beckers/Nippon	Suppliers AkzoNobel/ PPG/Beckers/Nippon	Suppliers AkzoNobel/ PPG/Beckers/Nippon			Suppliers AkzoNobel/ PPG/Beckers/Nippon	
7	Coating Thickness (Back Coil)	4 μ - 7 μ Service Coat	4 μ - 7 μ Service Coat	4 μ - 7 μ Service Coat			4 μ - 7 μ Service Coat	
8	Product Tolerance	Width	Length	Thickness		Square-ness	Bow	
				Coil	Panel		AL 45	AL 63, AL 43 & AL 33
		± 2.0 mm	± 4.0 mm	± 0.03 mm	± 0.2 mm	Maximum 0.5 mm	Maximum 0.5% of width and/ or length	Maximum 0.8% of width and/ or length

\*Conditions Apply



# AludecoR

Metal Composite Panel

## Aludecor Lamination Pvt. Ltd.

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