



FAÇADE IT WITH FUNDERMAX

The façade of a building sets the tone for what lies within, capturing the attention, infusing a curiosity to venture in and discover something even more captivating. The nature of a façade has the potential to transform the entire character of a building, giving it a personality that goes beyond the design of the structure. The exterior form often gives a deep insight into the design inclinations of the architect, many a time the functionality of the building, at times proving to be iconic or a landmark in the location.

The exterior could be raw concrete, stone, brick tiles or clad in wood, aluminium, glass depending on the type of building designed. Plenty of synthetic options prevail currently that simulate the natural materials so effectively that it is almost hard to tell the difference until observed from close. Offering such a variety of options where the designer could let his creativity prevail unconstrained is **FunderMax** with its stunning range of façade solutions



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NOT MERELY A SKIN

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Façade while essentially being the skin of the building, should not merely accentuate the aesthetics but also serve as a shield from extremes of weather and external environment. This protective layer, while being functional, should also permit the building to breathe while defining its significance and character. Questions about its sustainable character too come in when being green is an actively pursued design element.

Façades can be active as well as passive where the active and interactive façades interact positively with climatological elements, enhancing energy efficiency in the building. Façade elements that permit this interaction are typically rear ventilated, allowing air to flow freely behind the façade with open joints prevailing at the top, bottom and in between. This also enhances the energy efficiency of the building.

Façades also feature as double skin where there is a single glazed external screen, a naturally glazed ventilated cavity and a fully glazed curtain walling system that serves as an internal screen. The ventilated cavity houses an adjustable Venetian blind to provide solar shading while the air filled buffer zone regulates the internal climate.

A single skin façade comes with a single glazed external screen with or without the solar shading device in the form of adjustable louvers. Back ventilated façades however come with a complex multi-layer solution that enable the dry installation of the covering elements. Here, the ventilated cavities use the pressure effects of the wind to dissipate the energy of rainwater, preventing it from entering the building.



OPTIONS APLENTY



Incorporating such features and many more are the façade options offered by FunderMax. The FunderMax panels are water resistant, flame retardant, homogeneous, weather resistant, scratch resistant, impact resistant as well as UV light-resistant giving it optimal Light-fastness properties. The FunderMax laminates are made of lengths of natural fibre and synthetic resins that are melted at high pressure and temperature and hardened irreversibly. Its environment friendly, precise and controlled production techniques have a total absence of asbestos, wood preservatives as well as compounds that appear in PVC.

These paper based panels are treated to withstand the harshest of weather conditions as well as act as an excellent insulating material. A small air gap between the panel and the wall prevails enabling the building to breathe as well as act as insulation against all types of weather conditions. This insulation results in an energy saving of up to 30 per cent along with a reduction in the quantum of rainwater striking the walls directly. Perforations and louvers bring in the ventilation.

The design element and its importance is very much evident with the FunderMax panels featuring in multiple colours and designs where the individual representation is restricted only by the designer's creativity. While the paper for the panels comes from FSC certified wood, keeping the green quotient very much in perspective, the designs displayed in them offer a wide range from dense forests to sports, art, airfield, famous personalities to simply exotic patterns. Panels simulating glass serve as a fine reflector of the outdoor scene.

The panels are also effective in bringing in haphazard projections in the façade, introducing an element of novelty and character. The ensuing space within, that houses the haphazard options, can be opted for functional use. The panels also serve as excellent railings for balconies, creating an artistic appeal to the façade. Their perforated structures can be used to replace traditional *jaalis* where they can feature as modern louvers.

Interestingly, while the FunderMax panels are flat surfaces, they are versatile enough to be used on curved structures through intricate crafting. The panels too need not be confined to walls or curved structures but can extend to ceiling too, where an exotic display of art and creativity can be brought in.

The art display could be in the form of exquisite patterns cut out, painted or printed on the panels, lending a unique character to the space. Given the insulation properties of the panels, the interiors too remain cool with reduced heat ingress from the exposed roof. Given the absence of sharp edges and low VOC content, the FunderMax panels also serve as excellent cladding material for outdoor seating options, awnings and sun protection shields, can safely feature as cladding material in theme parks, school buildings and public places.



MAX YOUR EXTERIORS



It is a portfolio inspired from nature to the wild, from earth to the skies, the cityscapes to the landscapes. The beginning of 2015 saw the launch of a new collection of FunderMax at the BAU in Munich, the new **Max Exterior** range of décors. Consisting of a range of 115 décors, this range launched 50 completely new options that spanned an eclectic range of colours, textures and customised creative choices. FunderMax also included for the first time into this range, neon colours that was evolved after multiple years of research.

The **Max Exterior** range, offered in different segments of Metallic, Colour, Nature, Material, Authentic and Individualdecor,

comes in four different sizes and varied thickness starting from 6mm and above. The result, a choice of over 30,000 SKUs to satisfy the exacting demands of the discerning customer.

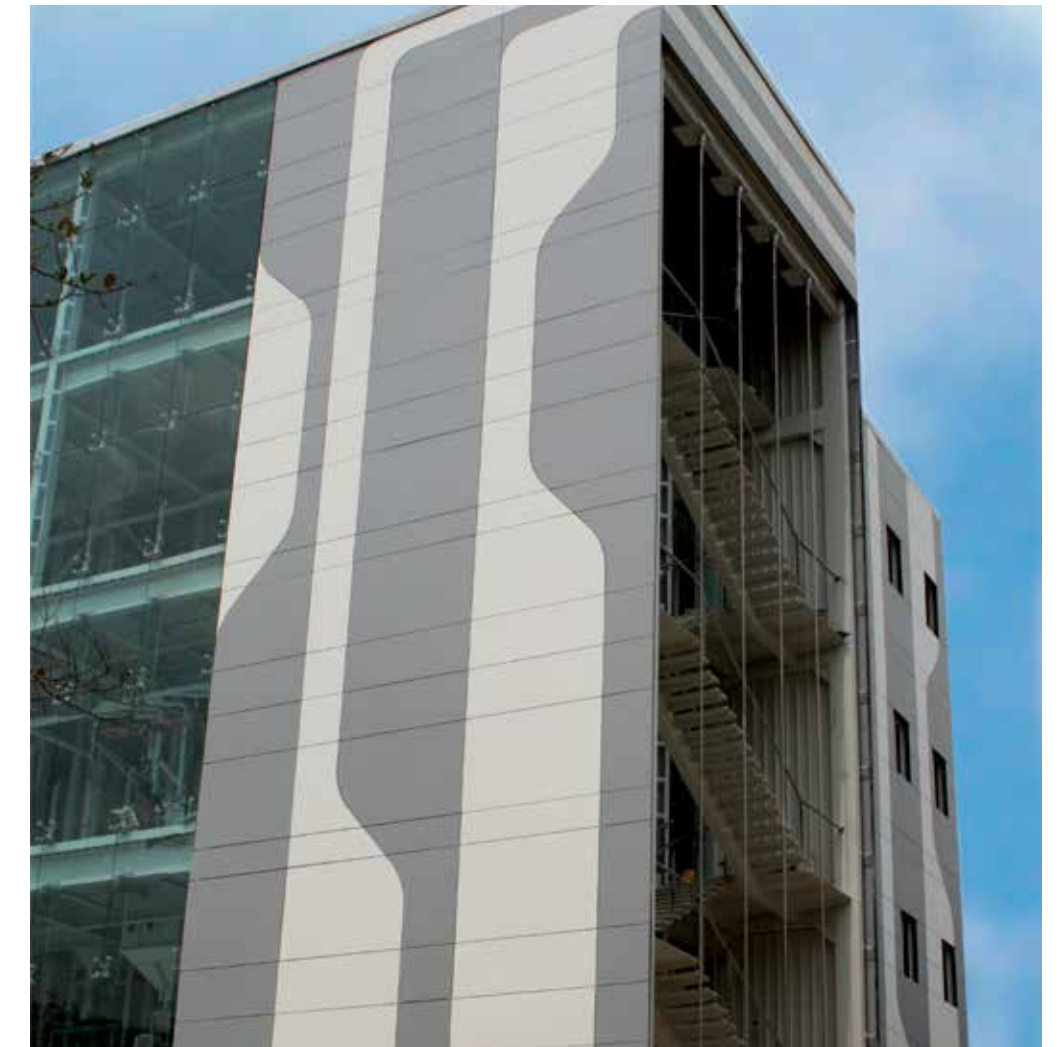
Max Exterior panels are duromer high pressure laminates built in accordance with EN 438-6 Type EDF that are produced in presses under great pressure and high temperature. The double-hardened acrylic polyurethane resins provide extremely effective weather protection particularly suited for balconies and façades. These panels come printed on both sides with the core being flame retardant while the surface is lightfast.

GLOSSY SOLUTIONS



Glass ensconced steel structures serve as iconic retail and office spaces, each offering a unique design where the fragility of glass is not evident while lending an imposing feel to the building. Glass is commonly preferred for its light permissible qualities and aesthetics. Yet it does not preclude the fact that glass is easily breakable besides increasing the heat ingress into the interiors.

While glass is preferred for its unique characteristics, a laminate that affords equal beauty and clean surface yet dispenses with the fragility can prove to be a more attractive option. FunderMax offers such an option with its eclectic range of products, packing in gloss, matt finish, metallic, wood grains and stone finishes, vibrant colours, exquisite patterns, customised digital prints that reflect a theme. Each of these laminates are sensitive to environment, long lasting, cost effective besides being easy to maintain while ensuring the building has its own individuality and unique character. The Glossy Range offered by FunderMax packs in a glossy surface on both sides, permitting freedom to designers to conceptualise and implement their designs effortlessly. The 8mm thickness of this range also permits use in all weather conditions while retaining the environment friendly sustainable features.





Sustainability is the Key ...

With 65 per cent of the panel being made from natural fibres that consist largely of wood processed into 'kraft and décor papers', where the wood is the by-product of sawmills, Max Exterior is totally sustainable. The panels are also free of organic halogen compounds that are found in greenhouse gases and PVC. They are free of asbestos and wood protection agents as well as sulphur, mercury and cadmium.

The exhaust air from the drying process is treated through regenerative thermal oxidation for which FunderMax was given the Klima:aktiv award for best practices by the Austrian Energy Agency and Austrian Federal Ministry of Environment. This process reduces the carbon emissions at the production site to the tune of ca. 10,000 tons per annum.

The finishes offered too are all weatherproof, optimally lightfast, highly durable and can be combined with almost every kind of FunderMax décor. The **silk-matte** look comes with a feel of fine hammer embossed finish. The **glossy** finish offers a high class touch that accentuates any décor. The specially printed **hexagon pattern** surface is slip free and ideal for special emphasis.



Finish it with Metallic ...

Offering a timeless gleam, the **metallic finish of Max Exterior** is brought out by combining a transparent overlay with metallic flakes and plain coloured décor.

Colour it Right ...

Colours certainly make the difference and so does Max Exterior in its multiple shades of finishes, be it the eternal black and white, the optically intense neon, the fascinating yellow, the passionate red, the deep blue, the iridescent green, the earthy brown, the calming pastels.

The conflict between shade and light is eternal. Yet, when each manifests, the elegance of their presence is unsurpassable. The **black and white finishes of Max Exterior** and the varying shades in between offer this contrast to make a timeless statement. The **neon** is a fascinating optical intensity, the vibrant colours lending an incredible brilliance. Max Exterior captures the magic in yet other shades too, leaving behind a string of beauty and enchantment. Like the

freshness of the streaming sunlight, the last glimmering streak of sunset, the jasmine flowers glowing delicately in the backlight, all captured in a fascinating **yellow**; like the lush gloss of fully ripe cherries, the soft play of colours in a blossomed rose, all displayed in a passionate **red**.

Be it the mysteries of the deep blue ocean, the vast expanse of the skies, captured in an inspirational **blue**; the sea of fern leaves in the forest twilight, where the iridescent **green** lends a feeling of opulence, the pristine natural look of **brown**, a reminder of clay castles, the delicately speckled house of a vineyard snail, or a subtle interplay of ivory and cream, like the stones smoothed by the waters of the surf, the façade proving exceptionally noble in its **pastel hues**, Max Exterior breathes beauty and character all the way.



Blend with Nature ...

The woods never fail to rejuvenate, uplift the spirit, energise the body. Their presence can totally transform not just the aesthetics but the moods that go with it. An **impressive** splash of wood varieties from across the world awaits to enchant the user. A **pure** set of clean lines and dynamic structures that usher in the warmth of solid wood, while retaining the urban coolness, bring forth a powerful simplicity in use.

A deliberate asymmetry in structure and a high contrast in lighting exude visually stunning dynamics that is not only **iconic** but also offers impulses that overflow with life. The beauty of a décor lies in the detail. The detailed patterns, the delicate lines, the earthy expressions, a world of warm colours reduced to the **essentials**, create the charisma that is hard to resist.

Material Matters ...

The **material** opted certainly makes the difference and Max Exterior in its varied material use, creates an effect that is previously totally unseen. **Energetic** in their dynamic play of colours, structure as well as material, the effect of the design on the building is fascinating and intense. The accents could be **plain**, yet the colours are strong, complementing the calm structures, the harmony of their presence lending a timeless design.

A **solid** witness of nature's sturdy power, the strong and tender structures create a plastic intensity which is unsurpassed in its astounding appeal. It is **urban**, impressive, almost cold and larger than life; a scenery of a megacity that has been transformed to display its gripping looks. It is an expression of modern metropolis in its unmistakable stunning aesthetics.



Inspiringly Authentic ...

It is the power of nature, displayed in its authentic individual form; the unparalleled structure giving **Authentic Natura** an exceptional natural appearance that is both unique and lively in its totally individual creative expression.

Individualise your Décor ...

Being creative, expressing individuality has a charm that cannot be matched. Customisation is a concept that is welcomed by all, giving room for personal inclinations. The idea is, if it can be conceptualised in mind, it can certainly be translated into print. Imagination then has the unexpected opportunity to exhibit on a mega space, the concept revealed in a massive décor element. Using multiple formats and motifs, **individualdecor** permits your fantasy not only to become reality but to manifest as a design that is present for all to see. Your building then has a character that is truly unique and personal.

