



Austria based Fundermax entered the Indian building material market through Max Compact India and has successfully established the Fundermax India subsidiary in couple of years. Dr. Prashant Reddy – M.D. & CEO discusses the about the progression of Fundermax India along with the solutions for architectural spaces.

Please apprise us of the significant strengths of your company that have led to FunderMax delivering a world class range of products to its customers.

Starting with the evolution of our company, it got inceptioned 125 years ago in Austria and thereby has had a history that is centuries old, since then we've been successfully operating in international markets, working with renowned Architects, understanding their requirements and providing them with products in line with the aesthetic and functional trends, FunderMax is, "for people who create" and has been able to continuously innovate and deliver its world class range of products that are not only exciting but also aim to delight the customers at the same time. We continue to strive both in design and technology for progression in terms of innovation in our products, features, applications, processes, systems etc.

The FunderMax products reflect a great sense of aesthetics with functionality at the core of the deliverable. How does the company achieve a balance between the both and how you achieve the market insights for the same?

FunderMax has an unparalleled range of decors which definitely imparts class to the design and the application it adorns but it does not end there, the functionality which our range offers is versatile and varied; our beauty is cemented with enhanced sustainability at its core. In short FunderMax is BOLD & BEAUTIFUL, we have our own advisory panel from the Architecture and Industrial fraternity who continuously facilitate the process of research and development with their insights and that is indeed valuable for us in keeping ahead vis-à-vis other products used in Exteriors and this is something that makes us the most preferred Architectural brand in Façade Industry.

FunderMax features an extensive range under its Exterior Applications. Could you please share an insight on some its key products?

FunderMax offers a very wide portfolio of products both in "EXTERIORS" & "INTERIORS". Currently in India & SAARC countries we are focussed only on Exteriors. The products we offer for exteriors are MAX EXTERIOR F QUALITY, MAX ALUCOMPACT, ELEMENTS like lap siding, perforated panels and also different surfaces like Glossy, Matte, Textures, Individual & Customised Digital prints etc.,

We have varied applications like facade claddings, balcony claddings, partitions, fences, attic claddings, outdoor furniture, public facilities, playground facilities, sports facilities, sun protection, awnings, children play home and functional constructions and in Interiors we provide specialised applications like cubicles, table-tops, lab furniture & kitchen furniture segment etc. You imagine and we have it.

The façade of a structure is an aspect that continuously undergoes experimentation. How does the company cater to these demands and what are the key features of your products that make them the solution for a wider set of experimentations and evolutions?

FunderMax is "for people who create", unique in every aspect, FunderMax's "Versatility" is its USP. The FunderMax panels are homogenous in nature adorned with all weather resistant attributes like optimal light fastness, double hardened, scratch resistant, solvent resistant, impact resistant and most importantly they are easy to maintain which overcomes one of the industry's biggest challenge. All of these traits make them suitable for all kinds of exterior applications and also an innovative companion for discerning architecture. It's not only the panel material alone that matters but an extremely important aspect is the installation system with right façade consultancy on design and product compatibility, usage of only recommended and specified installation accessories, usage of right tools, trained manpower, all this aligned with the structural, aesthetic and functional requirements which are well supported by FunderMax's trained and experienced authorised business partners across the country, who in the last 5 years have done over 5000 projects across India. ■



FUNDERMAX®

for people who create

Let your facades flaunt class

FUNDERMAX, a leading manufacturer of architectural products for interior and exterior applications, has presence in India through its 100% subsidiary company, FunderMax India Pvt. Ltd., with the corporate office in Bangalore.

Highly durable and versatile FunderMax Compact exterior panels have been well appreciated in India and have adorned hundreds of residential and commercial premises in a short span. The virtually limitless variety of possible designs make FunderMax Compact panels an innovative companion for discerning architecture which is long lasting, cost effective and superior quality, making it a pioneer in this category. With its diverse range of plain colours,

wood grain and stone decors, our products break the monotony of a conventional facade cladding.

For the aficionados of customization, we offer 'Individual Decors' which provides our customers the option of creating their own decors, we also provide a range of standardised designs that are available for them to choose from. These aesthetically appealing Individual decors have all the technical features of FunderMax Compact panels. They are long lasting, extremely weather resistant, fade resistant and graffiti resistant. Our Individual decors range has truly opened up a whole new world of possibilities "for people who create."

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