

## Wienerberger India Enables Significant Savings in Water Consumption at Construction Sites with its Novel Offering Porotherm Dryfix. System

**Bengaluru, 22 August 2019:** As part of its strategic focus on developing sustainable and innovative processes in building construction, Wienerberger India has come up with a simple yet innovative solution through its Porotherm Dryfix. System that can help radically reduce water consumption during the construction phase of a building. The solution also enables enhanced speed of construction resulting in faster delivery of building projects.

The unique properties of Porotherm Dryfix. System eliminates the need of wet mortar and drastically reduces requirement of water for any type of wall construction including infill masonry or partition walls, as well as external walls. It comes along with Porotherm Grinded clay hollow bricks or Smart Bricks as a total solution. The bricks are a hallmark in precision technology, resulting in exceptional dimensional uniformity that can also reduce plaster thickness leading to huge plaster mortar savings for the builder.

The ever-increasing population in cities like Bangalore and Chennai has understandably resulted in rapid urban growth and restructuring. According to a recent study by Down To Earth, a publication of the Centre for Science and Environment (CSE)\*, the number of water bodies in Bengaluru has contracted by 79% in the past four decades. The study attributes the reason behind the fall in the number of water bodies due to unplanned urbanization and encroachment. In addition, findings by Wienerberger India shows that construction activities consume an average of 350 litres of water for every single meter of wall construction. As a consequence, government regulations have started restricting usage of natural resources mainly water and sand in greater urban areas.

**Monnanda Appaiah, MD, Wienerberger India, adds,** “Urban planners are already looking at reformulating their strategies to manage urban sprawl and growth on a more sustainable basis. Wienerberger is empowering these efforts through continuous innovation and development of smart and future-ready solutions for the building and construction industry. Our product Porotherm Dryfix. System, a dry mortar system, can entirely replace the conventional mortar and help build walls without the need for curing. Thus, saving precious natural resources like water and sand. The product is mason friendly, hugely time-saving through faster speed of construction and enhances thermal protection. It is a revolutionary world class system to build the perfect wall for your house.”

Porotherm Dryfix. System is a new-age innovative masonry system that caters to the requirements of environmentally conscious builders, architects and responsible citizens. It is a technologically advanced wall building system that improves productivity, saves cost, ensures faster construction of walls through minimum resource utilization and zero wastage, while maintaining a cleaner and healthier working environment.

\*Ref Link: [https://economictimes.indiatimes.com/news/politics-and-nation/bengaluru-has-lost-79-of-its-water-bodies-in-the-past-four-decades/articleshow/63425049.cms?from=mdr&utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/news/politics-and-nation/bengaluru-has-lost-79-of-its-water-bodies-in-the-past-four-decades/articleshow/63425049.cms?from=mdr&utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

### About Wienerberger

Wienerberger AG, is the world’s largest producer of clay bricks and a leading supplier of clay roof tiles and infrastructure solutions globally. It is number 1 in clay roof tiles in Europe. Founded in 1819, the company brings forth to its customers a rich heritage of 200 years and an unmatched expertise of

developing smart and sustainable solutions for building construction and for the infrastructure of tomorrow.

Having its headquarters in Vienna, the organization has always been committed towards promoting the concept of natural and green building materials which will help improve people's quality of life and shape the future of construction. Wienerberger Group has a global presence in 30 countries and operates through 195 production sites spread across the globe.

<https://wienerberger.com/en>

### **About Wienerberger India**

**Wienerberger**, started its operation in India since 2009. In its decade long story in the country, the organization has remained market leader in delivering high-quality clay building materials for modern living. Its sustainable, future-ready solutions are setting trends in new-age constructions while improving people's quality of life. Wienerberger has its own state-of-the-art production facility in Karnataka which is also its first Asian plant. The facility is highly automated and engages robots for material handling, while adopting efficient use of locally available raw materials and energy to produce green and sustainable bricks for the Indian market. In continuation with its rich legacy of 200 years, the goal of Wienerberger India is to meet the design requirements of architects, developers and builders while creating natural and healthy living spaces for the Indian consumers.

<https://www.wienerberger.in/>

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