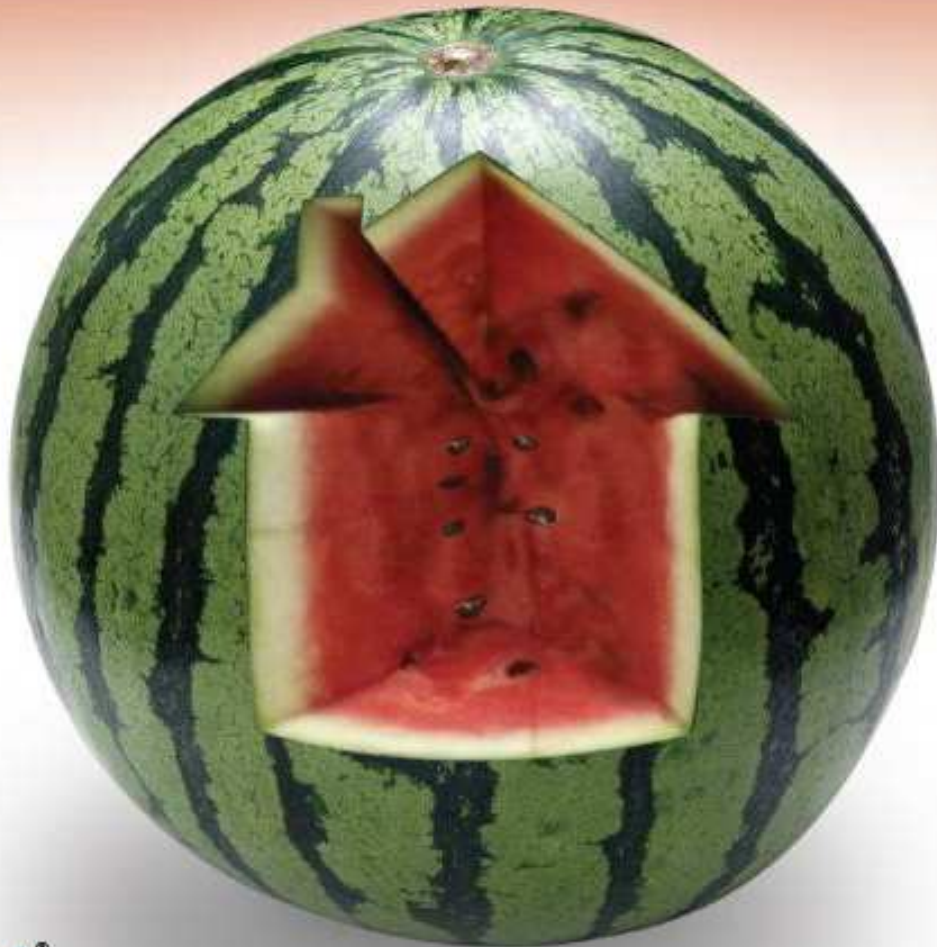


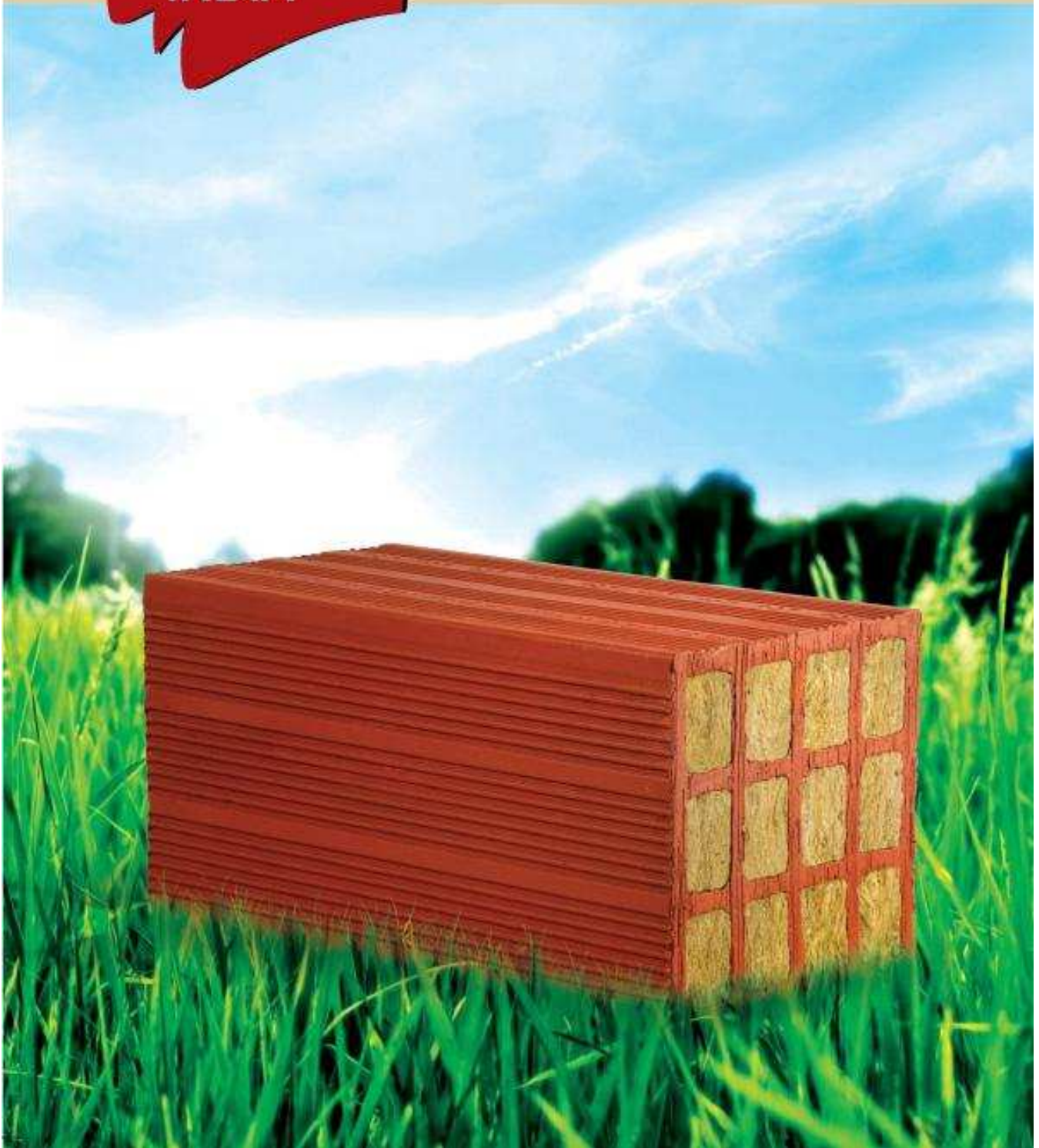
Stay cool with  
the fruits of technology  
and save energy



# FIRST TIME IN INDIA

Touch a watermelon on a summer day and you find the surface is hot. Yet, when you cut into the fruit the flesh inside is cool. The rind of the watermelon acts as an insulator and prevents heat from being transferred.

POROTHERM THERMO BRICK has borrowed the principle of thermal insulation from nature, to become a unique walling material - one that keeps the interiors cool in summer and warm in winter!





*State-of-the-art plant of Wienerberger Brick Industry Pvt. Ltd., Kunigal, Bangalore, India.*

Clay bricks have been imperative, healthy and efficient construction material for time immemorial.

Wienerberger, the world's No. 1 in clay building material with 232 plants in 27 countries, actively seeks to bring sustainable, environmental & energy efficient building materials. Against this backdrop, Wienerberger India has developed India's first thermal insulated brick -

**POROTHERM THERMO BRICK.**



POROTHERM THERMO BRICK has been packed with special insulating material to achieve lowest 'U' value of 0.6 W/m<sup>2</sup>K thus reducing transfer of heat from external environment to the interior of the building. Unlike walls built with traditional bricks, use of POROTHERM THERMO BRICK results in interiors being cool in summer and warm in winter, when compared to the external temperatures. Consequently this results in savings in energy costs, by reducing artificial cooling and heating.

## Better buildings with POROTHERM THERMO BRICK



### Thermal Insulation

Clay brick is traditionally the best building material and POROTHERM THERMO BRICK is a highly improved version of clay bricks. Specially formulated insulating material gives POROTHERM THERMO BRICK a 'U' Value\*\* of 0.8 W/m<sup>2</sup>K compared to 1.8 W/m<sup>2</sup>K for a solid clay brick and 2.0 W/m<sup>2</sup>K for a solid concrete block. Which means superior thermal insulation that greatly improves the efficiency of buildings with regards to the use of energy, thereby contributing to the indoor comfort of the building.



### Energy Saving

POROTHERM THERMO BRICK offers advantages far superior compared to a solid brick wall, while eliminating the cost for installing external insulation, maintenance and loss of space due to increased thickness of wall. The insulating property of the product reduces use of cooling devices such as airconditioners in hot climate and heaters during the cold climate. No need for cavity walls with external insulating membranes. All this translates to increased energy saving.



### Healthy Living

POROTHERM THERMO BRICK is a natural product made out of clay, sourced from de-silting of dead water tanks and only natural additives like coal ash, rice husk and granite slurry are added. No toxic or any chemical additives are used in the manufacturing process, it is 100% natural. Hence POROTHERM THERMO BRICK is environment friendly and free from toxic gases and fumes that can cause allergies and other health problems.

#### \*\* 'U' Value

'U' Value is the measurement of the rate of heat loss through a material. Which means that in all aspects of home design one should strive for the lowest 'U' Values possible because lower the 'U' Value, the lesser the energy required for cooling or heating the indoors.





### Light Weight and Faster Construction

POROTHERM THERMO BRICK is 60% lighter than conventional walling material, thus allowing faster construction, ease of handling and improved productivity in masonry. It also contributes to substantial savings on structural cost due to reduction in dead load.



### Natural and Green

POROTHERM THERMO BRICK enhance healthy living which is further testified by the accreditation of our products by Indian Green Building Council for ratings.



### Strength and Ease of Usage

POROTHERM THERMO BRICK display high compressive strength. It is also easy to chase and chisel for electrical and plumbing conduits making it simple to install all types of fixtures (geysers, air conditioners, cabinets, closets etc).



### Unlimited Life and Maximum Fire Protection

POROTHERM THERMO BRICK has an exceptionally long life with zero maintenance and is highly fire resistant (It is fired at 1000° C), with a fire rating of F240 ( 240 minutes ).



### 'U' Value: 0.6 W/m²K

POROTHERM THERMO BRICK with the 'U' value of 0.6 W/m²K is the best available energy efficient brick in the market.

## Technical Specifications

### POROTHERM THERMO BRICK - Product Parameters

Name	Length	Width	Height	Weight	Density	Compressive Strength*	Water Absorption*	Efflorescence	'U'Value	Sound Insulation	Fire Resistance
	MM	MM	MM	Kg.	Kg/m <sup>3</sup>	N/mm <sup>2</sup>	%		W/m <sup>2</sup> K	Rw (dB)	min
POROTHERM THERMO BRICK 200	400	200	200	11.7	731	≥ 3.5	≤ 20	Slight	0.6	46	240

### POROTHERM THERMO BRICK - Tolerance

Dimensions (mm)	400	200
Tolerance in (mm)	± 6	± 4

#### Note :

Compressive Strength value is based on testing procedure as prescribed in IS 3952. POROTHERM THERMO BRICK is manufactured using natural raw materials, hence there could be variations in colour.

\* Value pertaining to POROTHERM HP Clay Brick.



## Wienerberger:

### World leader in building material solutions

Founded in 1819, Wienerberger has been providing wall solutions, roof solutions, facade solutions, pavers and landscaping solutions for over 200 years now.

We make our products in around 230 plants in 30 countries. In India, we've set up our factory at Kunigal, near Bangalore. Worldwide, we've made our reputation as:

- The experts that building professionals trust
- Enabling building with a clear conscience
- Providing energy-efficient and sustainable building materials

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**Wienerberger**  
Building Material Solutions