



PRODUCT PORTFOLIO

2026

PRESENTED BY :
Betonit Products Philippines, Inc.

PRESENTED TO :
ASYA Design

PROBLEM

Most Building Defects Are System Failure

- Water ingress (façade, wet areas)
- Tile debonding (“kapak”)
- Cracking due to substrate movement
- Uneven floors
- Paint deterioration due to moisture

CHALLENGES

Design + Build = Integrated Risk

- Materials that look good on paper but fail in execution
- Cost-to-performance ratio
- Application complexity and sensitivity
- Delays from curing time and complex systems

In design-build projects, the challenge is not just choosing the right material – it's choosing materials that perform reliably under real site conditions, at scale, and within schedule constraints.

OUR APPROACH

Response to Key Challenges

- Formulated for tropical, high-variability conditions
- Products designed to be forgiving to site inconsistencies
- Supported by on-site validation and application guidance

From “Lab Performance” to Proven Site Conditions



OUR APPROACH

Response to Key Challenges

- Tiered product system (standard → heavy-duty → specialized)
- Ability to match performance level to application risk
- Focus on lifecycle cost, not just initial material cost
- Simplified application steps
- Compatibility across layers to avoid rework and sequencing issues

Right Specification per Area

OUR PRODUCTS

OUR PRODUCTS

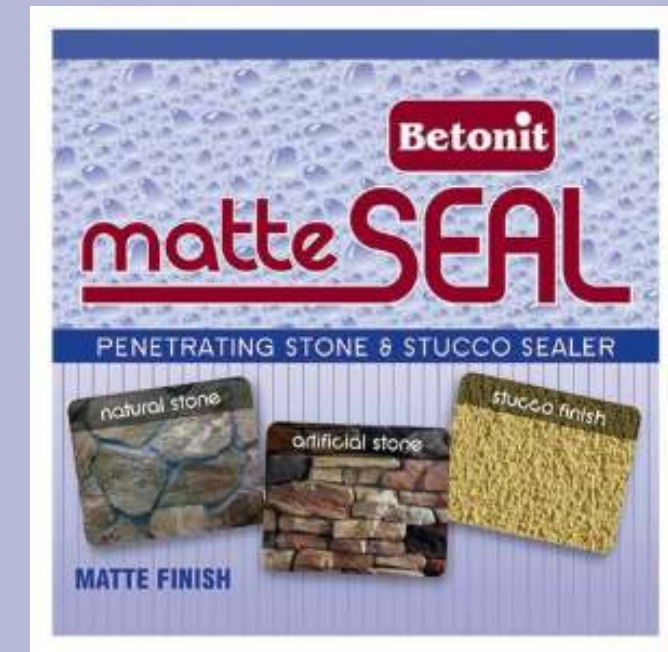
TILING PORTFOLIO



SURFACE PREPARATION



SURFACE PROTECTION



WATERPROOFING SOLUTIONS



FLOORING SOLUTIONS



ALTAMIRA MINERAL FINISH

Altamira
Mineral Finish

natural architectural finishes

scorria

INTERIOR APPLICATIONS

suitable for the following applications:

WALLS CEILINGS

Altamira
Mineral Finish

natural architectural finishes

ryolitte

INTERIOR • EXTERIOR

suitable for the following applications:

FLOORS WALLS CEILINGS

Altamira
Mineral Finish

natural architectural finishes

cemora

INTERIOR • EXTERIOR

suitable for the following applications:

WALLS FLOORS

Altamira
Mineral Finish

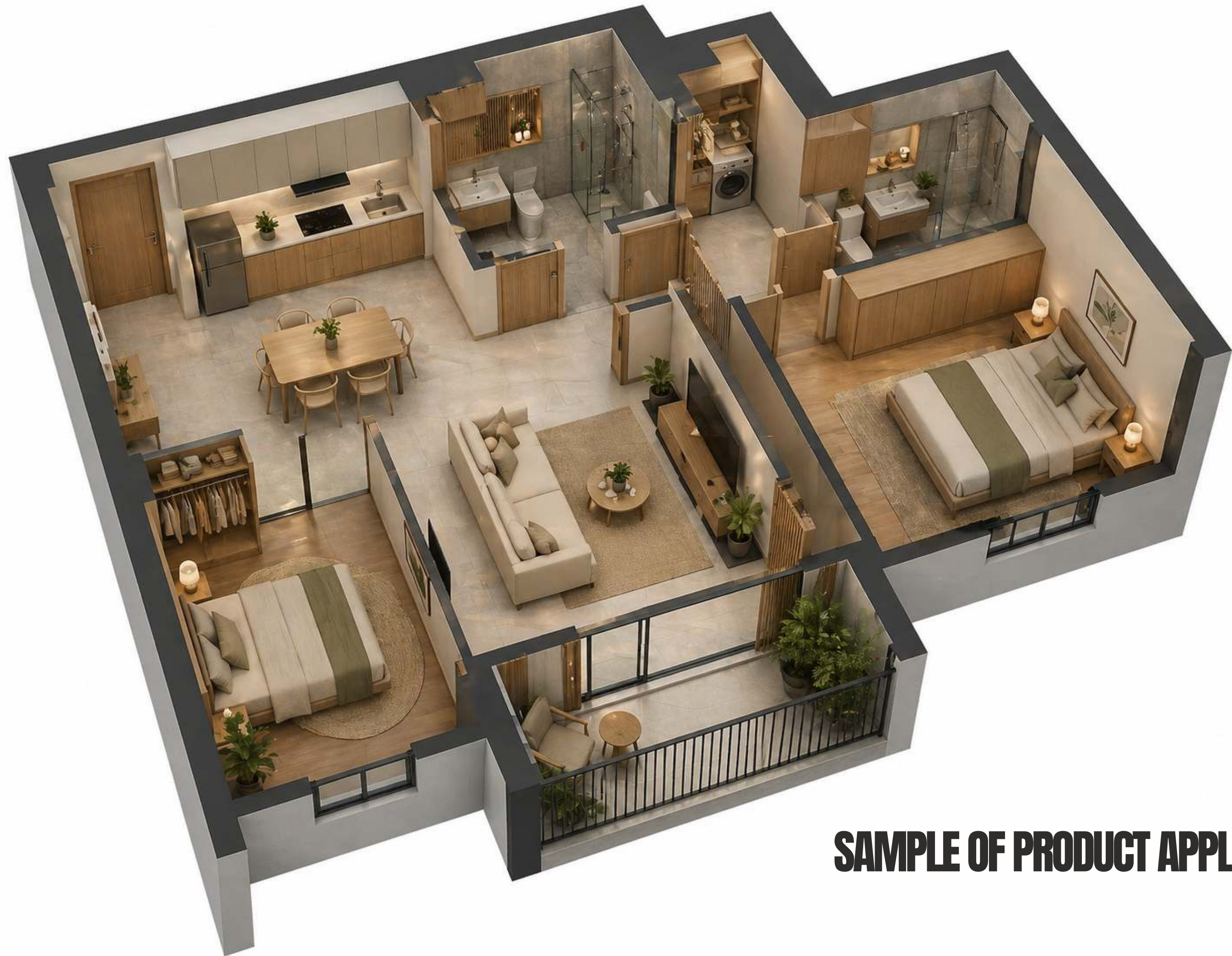
natural architectural finishes

toscanna

INTERIOR • EXTERIOR

suitable for the following applications:

WALLS CEILINGS



SAMPLE OF PRODUCT APPLICATIONS

BEDROOM WALL



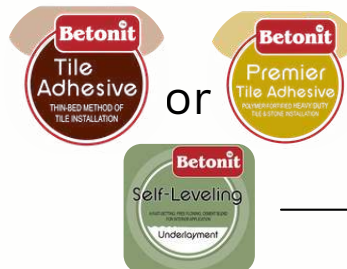
LIVING AREA FLOOR



LIVING AREA WALL



BALCONY FLOOR



BEDROOM FLOOR



Vinyl tile + adhesive

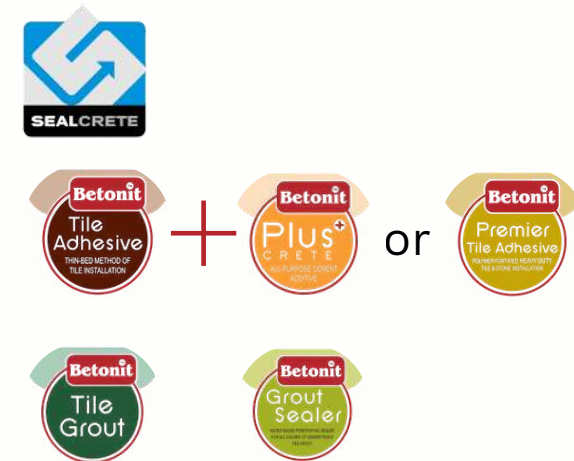
WALL TILE INSTALLATION



DRY & LAUNDRY AREA



SHOWER AREA



FLOOR TILE INSTALLATION







TILING PORTFOLIO

COMMON TILING ISSUES



- Tile lippage
- Debonded tile or “*Kapak*”
- Cracked tiles
- Incompatibility with layer underneath



BETONIT TILE ADHESIVE

- Conforms to **ANSI 118.1** and **PNS ISO 13007-1** for **Type C1**
- Standard tiles
- General-purpose



BETONIT PREMIER TILE ADHESIVE

- Conforms to **ANSI 118.4** and **PNS ISO 13007-1** for **Type C2**
- All tile absorption rates
- Higher performance/flexibility



BETONIT WHITE TILE ADHESIVE

- Conforms to **ANSI 118.1** and **PNS ISO 13007-1** for **Type C1**
- Light colored stone (granite/marble)
- Aesthetic (white mortar)



BETONIT MOSAIC MIX

- Conforms to **ANSI 118.1** and **PNS ISO 13007-1** for **Type C1**
- Mosaic (glass/translucent)
- One-step install (bond + grout)

Available Colors:

Light Gray	Red
Yellow	Ocher
Blue	Pink
Light Green	White

Packaging: 25-kg bag

Coverage: 5 to 6 sqm per bag



Packaging: 4L per bottle
Type: Synthetic liquid acrylic polymer

Betonit PlusCrete is a cement modifier made of premium quality acrylic emulsion for use in place of water in thin-set tile adhesives, cement renders, and other cement mixes.

TILING ADDITIVE

- Tile-on-tile or tile-on-backerboard applications
- Improved adhesion for glass mosaics, heavy bricks, granite, marble, and natural stone.

TILE GROUT ADDITIVE

- Add to tile grout for improved water resistance and bonding strength for areas constantly exposed to water.

Betonit Tile Grout is a high-quality unsanded tile joint filler consisting of cement pigments, additives, and fine sand. Use for filling the joints between laid ceramic tile, mosaic, porcelain, marble, and granite.



Packaging: 1 or 2-kg bags
Available in 20 colors

- Uniform color
- Non-fading
- Crack-free
- Abrasion resistant
- Reduced water absorption
- Mold and mildew resistant



Packaging: 250ml bottle

Betonit Grout Sealer is a water-based penetrating sealer for cementitious tile grout. Improves the appearance of floors, while reducing cleaning time and cost.

- Preserves natural look and color of grout
- Creates an invisible shield that protects tile and grout from dirt or stain
- Protects against odor-causing mildew growth on treated surfaces

PRODUCT RECOMMENDATIONS: Horizontal (Floors)

Tile Type	Tile Size	Recommended Product
Ceramic	$\leq 60 \times 60 \text{ cm}$	
Porcelain	$\geq 60 \times 60 \text{ cm}$ (large format)	 OR  + 
Natural Stone (Marble/Granite)	Any	 +  OR 

PRODUCT RECOMMENDATIONS: Horizontal (Floors)

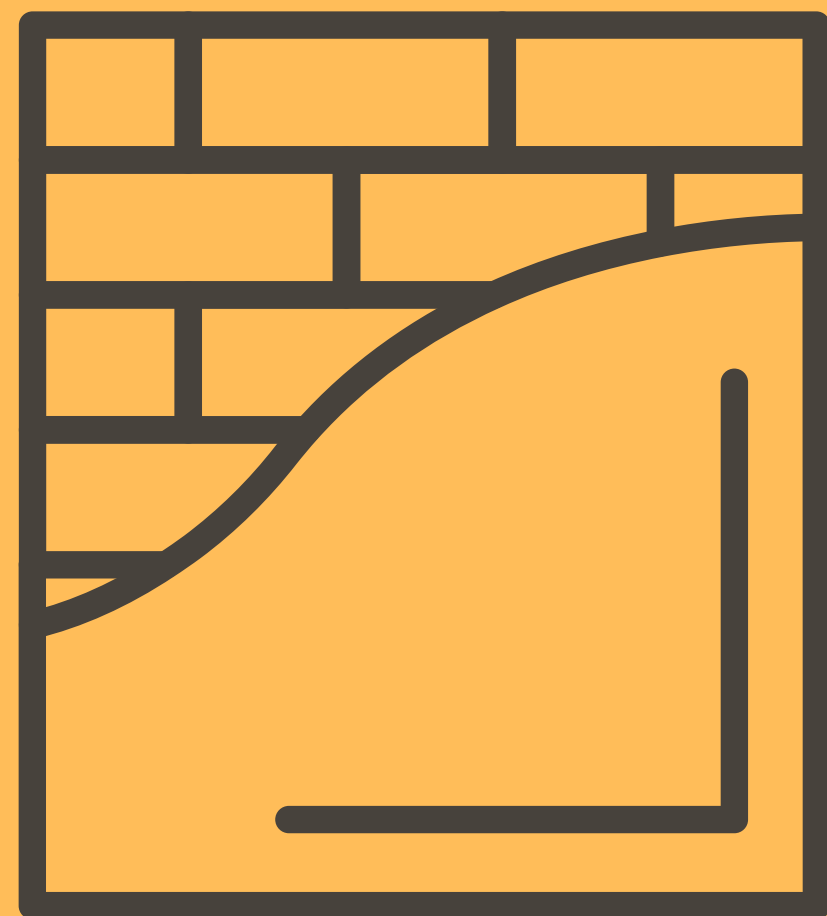
Tile Type	Tile Size	Recommended Product
Glass Mosaic	Small Format	 OR  + 
Homogeneous (Marble/Granite)	≥ 60 x 60 cm (large format)	 OR  + 

PRODUCT RECOMMENDATIONS: Vertical (Walls)

Tile Type	Tile Size	Recommended Product
Ceramic	$\leq 30 \times 30$ cm	
Ceramic/Porcelain	$\geq 60 \times 60$ cm (large format)	 OR  + 
Natural Stone (Marble/Granite)	Any	 +  OR 

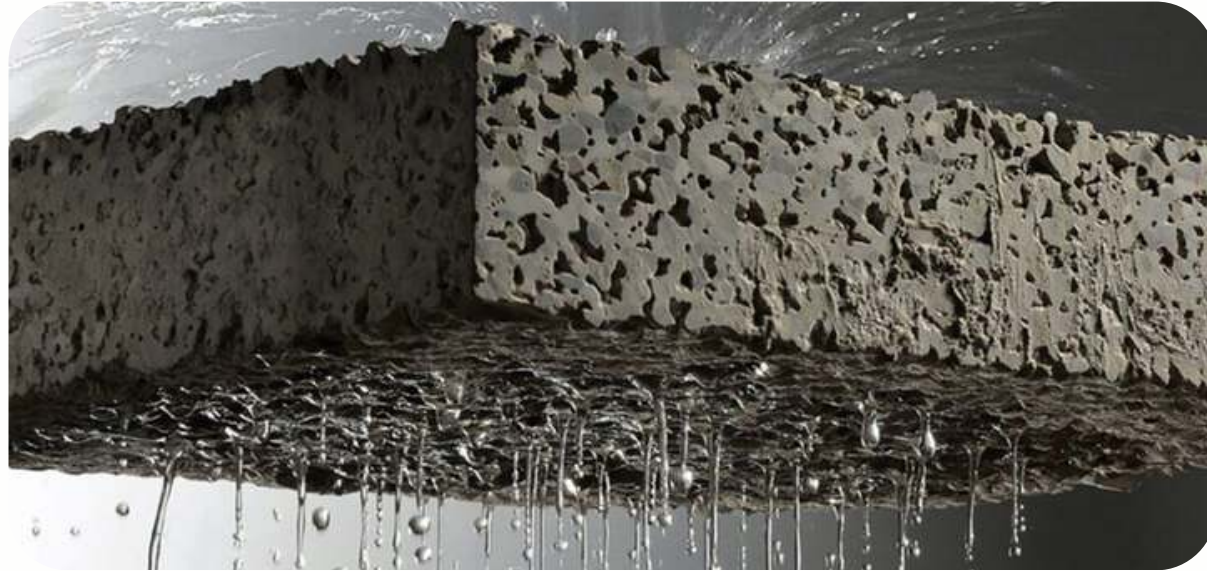
PRODUCT RECOMMENDATIONS: Vertical (Walls)

Tile Type	Tile Size	Recommended Product
Polished Marble/Granite	Heavy tiles	

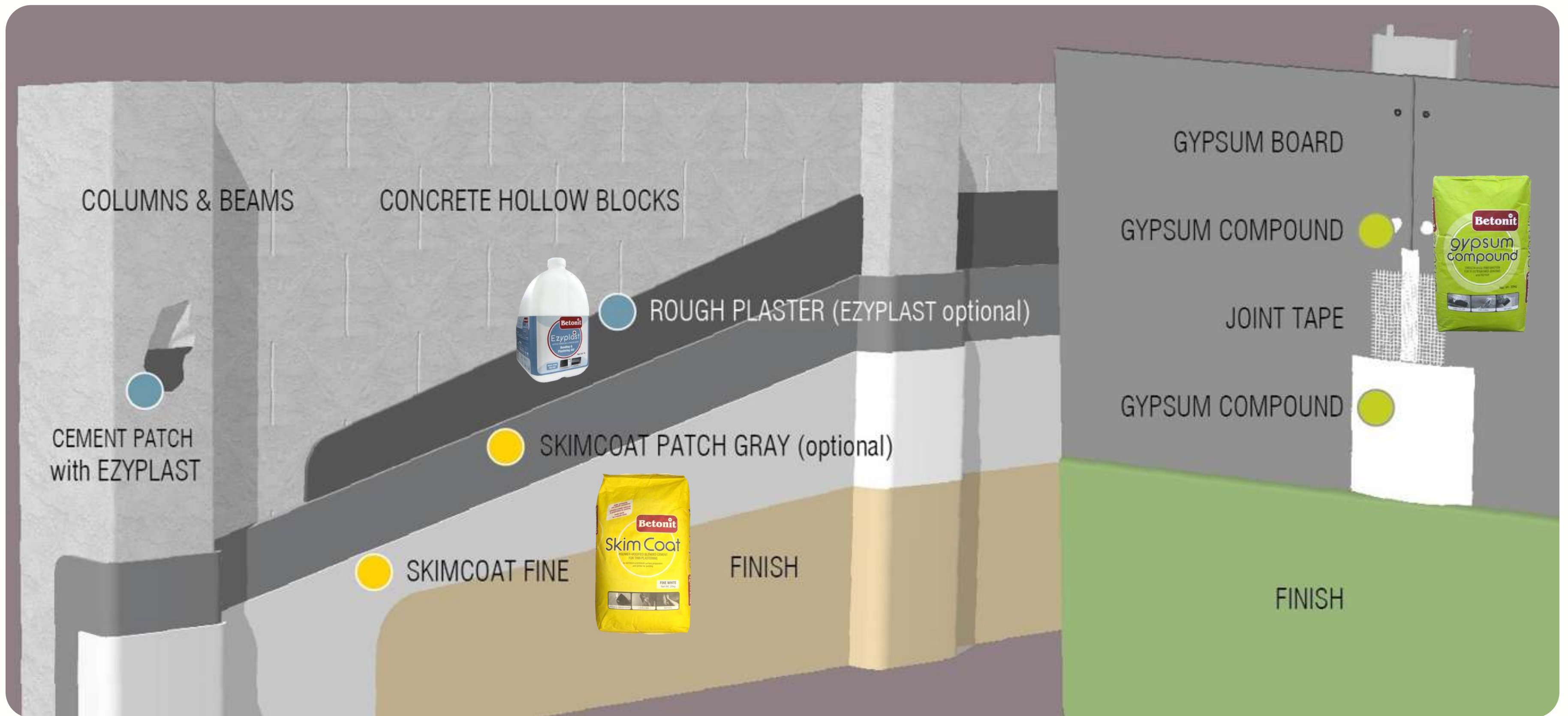


SURFACE PREPARATION & PROTECTION

COMMON CONCRETE ISSUES



- High surface porosity
- Surface degradation (spalling, flaking)
- Cracks (shrinkage or settlement)
- Unevenness/ surface irregularities



Betonit Skim Coat is smooth spreading polymer modified blended cement for thin plastering. It is specially designed to level irregularities of interior and exterior surfaces to produce a pleasing flat smooth finish in preparation for painting.

- Easy to use, just add water
- Good surface preparation & primer for paint
- Excellent adhesion to porous substrate
- Sands easily to smooth finish
- Good workability
- Ready for painting after 24 hours
- For thin plastering up to 2 mm thick



Packaging: 20-kg bag
Coverage: 20 sqm per bag
Thickness: Up to 2mm



	FINEWHITE and FINEGRAY/PROTECH/ INDEX GRAY	PATCH GRAY
Description	Smooth and Ultra Fine Powder	Slightly Smooth and Graded Fine Powder
Thickness	0-2 mm	2-5 mm
Mix Ratio	0.34 L/kg or 7 Liters water/bag	0.26 L/kg or 6.5 Liters water/bag
Coverage	15-25 sqm	10-20 sqm
Working time	<20 min	<20 min
Pot life	>2 hr	>2 hr
Drying time	12-72 hr	12-72 hr
Packing size	20 kg	25 kg



	FINEWHITE and FINEGRAY/PROTECH/ INDEX GRAY	PATCH GRAY
Description	Smooth and Ultra Fine Powder	Slightly Smooth and Graded Fine Powder
Application	• Replacement for crack prone pure cement plastering • For levelling and patching fine surface imperfections • Sands easily to a smooth finish • PROTECH: very high water-resistant ultra-fine white powder • INDEX GRAY: very high water-resistant ultra-fine gray powder; ideal for exterior industrial finish	• Ideal for masonry walls and ceilings • Levels defects in concrete walls and ceilings • Repair damage in concrete • For thin plastering, 2 to 5 mm thick

USES



Pinholes and
Hairline Cracks



Levelling



Repairs

Betonit Gypsum Compound is used as a base preparing material for interior use with excellent stability giving a smooth finish. It is commonly used in jointing and repair of plasterboard.

- Filling of joints between concrete, fiber cement board, and gypsum board
- For interior use only
- Easy to sand, not powdery after sanding
- Good workability
- Does not shrink, crack, or sag
- Short drying time but long pot life



Packaging: 20-kg bag
Coverage: 61m, linear (3 coats)

Betonit Ezyplast is a high-quality acrylic solution intended as a concrete admixture designed for interior and exterior use. It is suitable as a bonding slurry or a plaster coat admixture.

☑ **Iwas 'kapak'**

☑ **Di na kailangan ng 'tik-tikan'**

Bonding Slurry

- Improves bonding of new to old concrete
- Eliminates scarifying work
- Controls suction
- Improves water resistance of concrete

Plaster Coat Admixture

- Controls water loss in mortar for proper curing
- Reduces shrinkage and cracking of plaster coat
- Increases bonding of plaster coat to masonry wall
- Increases abrasion resistance of concrete
- Reduces brittleness of concrete



Packaging: 4L per bottle

Betonit MatteSeal is a water-based silane-siloxane sealer which provides water repellant properties to mineral substrates. It penetrates and chemically bonds with the surface to seal them against moisture.

- Protects surfaces against moss, mildew, or algae growth on treated surfaces
- Reduces efflorescence and surface salts
- Excellent protection against weathering
- Prevents buildup of dust, dirt, oil, and other chemicals



Packaging: 4L per bottle

WITHOUT SEALER



WITHOUT SEALER

protected with
MATTESEAL

NO SEALER

EL DORADO
engineered stone

natural stone

NO SEALER

protected with
MATTESEAL

protected with
MATTESEAL

NO SEALER

WITH SEALER



Betonit Gloss Topcoat is a solvent-based acrylic sealer formulated to provide excellent resistance against salt water spray, UV rays, and dirt penetration. It dries quickly and provides a durable finish that enhances the color of the painted surface.

Betonit Semi-Gloss Topcoat is a milk-white and water-based emulsion sealer. It is designed to give a long-lasting, insignificant gloss to your finish.

- Highly durable
- Excellent resistance against water
- Excellent resistance against both water-based and oil-based stains
- Prevents efflorescence (formation of white residue)
- Excellent resistance against UV rays
- Provides protection against mild abrasion and skid marks



Packaging: 4L per can



WITHOUT TOPCOAT

**WITH SEMI-GLOSS
TOPCOAT**



**WITH GLOSS
TOPCOAT**



CE
ON
& PROTECTION

Betonit LS Sealhard is a colorless, odorless, water-based sealer formulated with chemically reactive raw materials to densify and protect concrete from dust, dirt, and abrasion.

- Highly durable
- Provides protection against abrasion
- Resistance against water
- Resistance against both water-based and oil-based stains
- Easy to clean



Packaging: 4L per bottle

PRODUCT APPLICATIONS



REAR
RATON
& PROTECTION



WATERPROOFING SOLUTIONS



SEALCRETE REGULAR

- Standard flexible waterproofing
- Color: Gray
- Package Size: 4-kg set and 20kg-set
- Coverage: 1.5 to 2 sqm per 4 kgs (@2 coats)



SEALCRETE PREMIUM

- Better finish + enhanced performance
- No need for topping
- Color: White
- Package Size: 3-kg set and 18kg-set
- Coverage: 1.5 to 2 sqm per 4 kgs (@2 coats)



SEALCRETE CRYSTALLINE

- Integral bonding with concrete
- Penetrating crystalline (self-healing up to 4 mm)
- Color: Gray
- Package Size: 4.5-kg and 18.5kg-bag
- Coverage: 2.5 to 3 sqm per kgs (@2 coats)

WATERPROOFING
SOLUTIONS

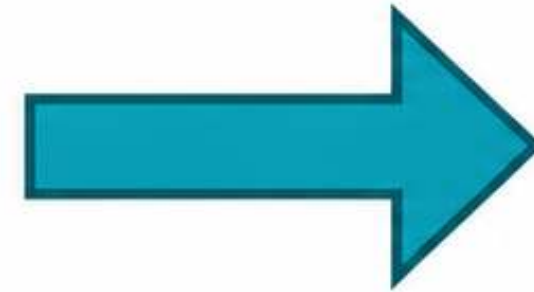
CHEMICAL REACTION

Formation of non-soluble crystalline products that permanently seal concrete pores

Calcium hydroxide and other by-products of cement hydration / unhydrated cement particles



Crystalline Waterproofing Chemicals

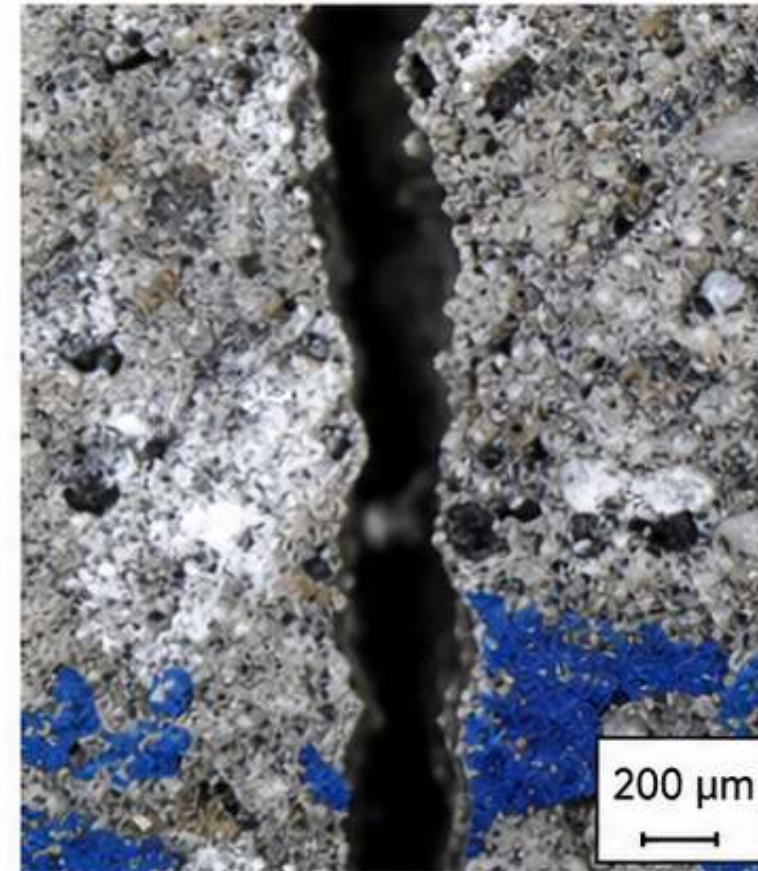


(In the presence of water)

Non-soluble crystalline formation permanently fixed within the concrete's pore structure

BEFORE REACTION

Open capillary pore allowing water and contaminants to penetrate



AFTER REACTION

Pores filled with non-soluble crystalline products, blocking water and contaminants



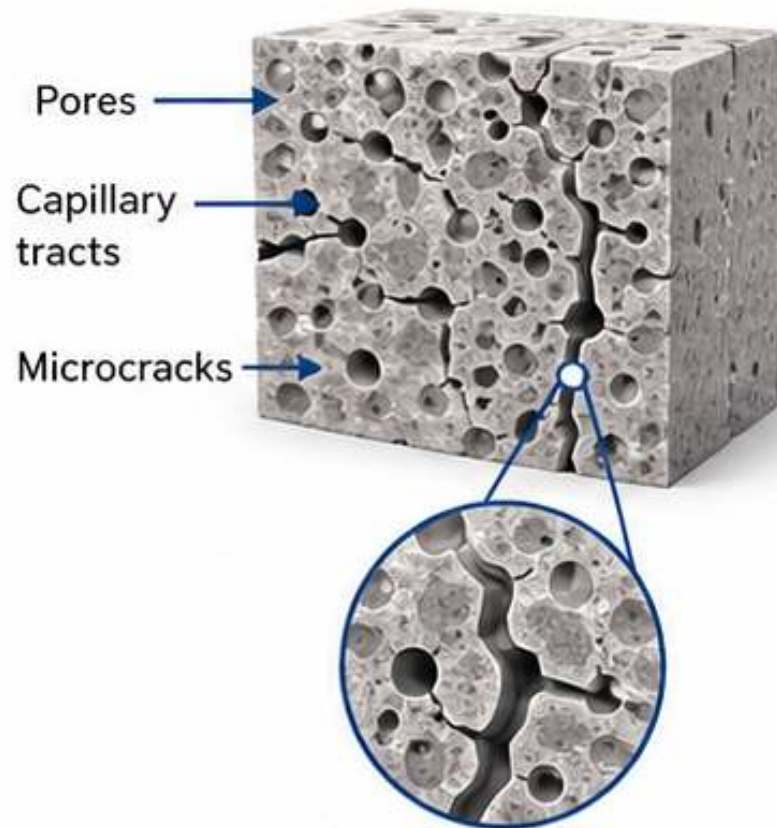
The reaction produces non-soluble crystals that grow within the concrete pores, resulting in a permanent, integral waterproofing barrier.

HOW CRYSTALLINE FORMS INSIDE CONCRETE

When moisture is present, crystalline waterproofing chemicals diffuse into the concrete and react with free lime and other by-products to form insoluble crystals that permanently seal pores and microcracks.

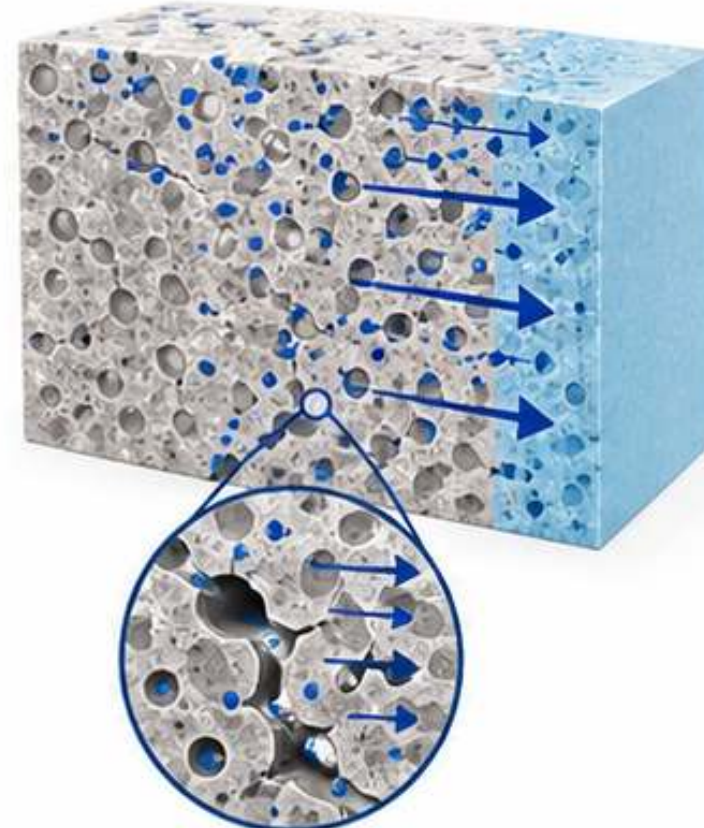
1 BEFORE APPLICATION

Concrete contains interconnected pores, capillary tracts and microcracks.



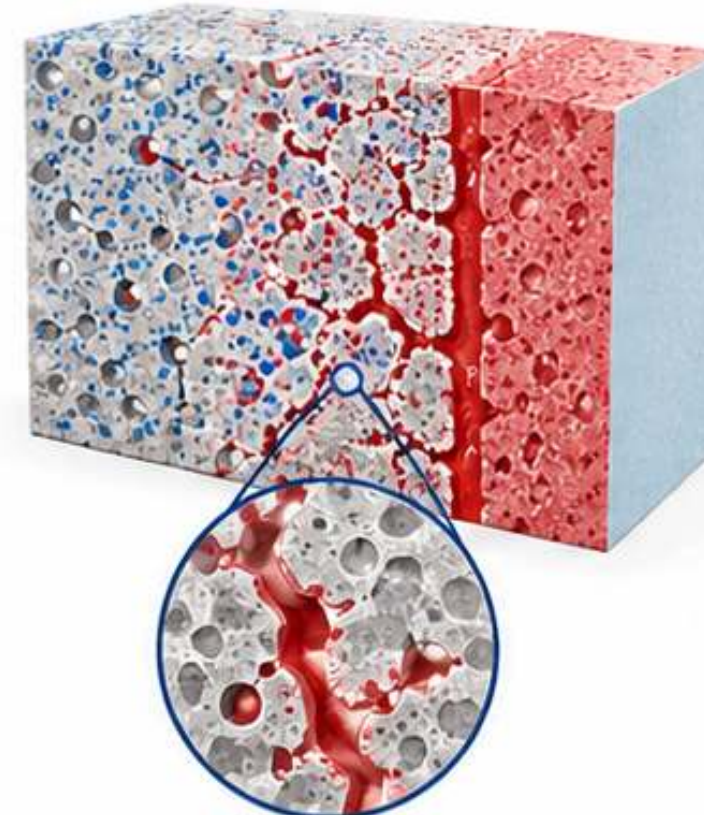
2 CHEMICAL DIFFUSION

Crystalline chemicals applied to the surface penetrate into the concrete with the moisture.



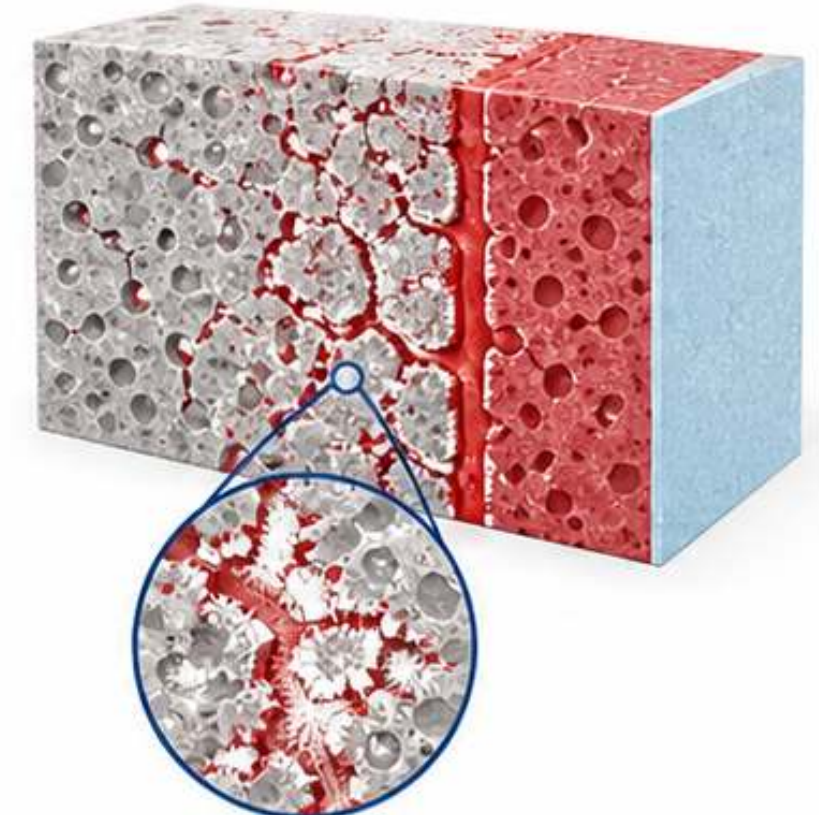
3 CRYSTALLINE GROWTH

Chemicals react with moisture and calcium hydroxide to form insoluble crystals within the pores and microcracks.



4 PERMANENT PROTECTION

Crystals continue to grow, filling pores and microcracks to create a permanent, integral waterproofing barrier.



Result: Non-soluble crystals remain in place, providing long-lasting protection against water and other harmful elements.

PRODUCT APPLICATION

	ORIGINAL	PREMIUM	CRYSTALLINE		ORIGINAL	PREMIUM	CRYSTALLINE
							
WATER RETAINING AREAS				DAMP AREAS			
Water Tanks				High Rise Tower			
Cistern Tanks				Roof deck			
Dam				Basement			
Sewage Tank				Firewall			
Swimming Pools				Terrace			
Ponds				Garage			
Bathroom				Kitchen			
Laundry Room				Rooftop			n/a
Reservoir				Parking Structures			
Foundations							
Tunnel							
					 recommended	 suitable	 capable



FLOORING SOLUTIONS

FLOORING SOLUTIONS

Betonit Self-Leveling Underlayment is a fast-setting special modified cement blend that is mixed with water to produce a free-flowing underlayment for rapid leveling of interior floors up to 10 mm thickness.



- Excellent level, flat, and smooth surface
- Minimum labor and installation: mix, pour, and let dry
- Free flowing - just spread with a trowel or spike roller
- Fast setting - can be walked on after 2 hours
- Compatible with most subfloors and floor coverings



Colors: Beige and Gray
Packaging size: 25 kgs
Water demand: 5.75 L/bag (0.23L/kg)
Coverage: 1 to 10 sqm/bag



FLOORING SOLUTIONS

Betonit Self-Leveling Overlayment is a fast-setting special modified cement blend that is mixed with water to produce a free-flowing overlayment designed to cover and resurface existing floors.

- Excellent level, flat, and smooth surface
- Minimum labor and installation: mix, pour, and let dry
- Free flowing - just spread with a trowel or spike roller
- Fast setting - can be walked on after 2 hours
- Compatible with most subfloors topcoats and sealers

Available Colors:



Packaging size: 25 kgs

Water demand: 5.75 L/bag (0.23L/kg)

Coverage: 1 to 10 sqm/bag



2 hrs
walk on time



Product Information



ideal for
new construction
and renovation

25 kg
1-10 sqm

use
PRIMER

for interior use

3-5 months
shelf life

Questions

END OF PRESENTATION

Thank You

