



Build Green With **PRIMAflex**TM



Eco-friendly fibre cement flat sheets for ceiling, eaves & soffit linings, wall cladding, flooring, partition, roof sarking, water tank support, and permanent formwork





Revolutionising The Building Industry

A member of Hong Leong Group, Hume Cemboard Industries Sdn Bhd was set up in 1982. Today, with two manufacturing plants in the country, it is Malaysia's leading supplier of fibre cement board products and exports to over 40 countries worldwide.

Manufactured for a wide range of applications under the **PRIMA®** master brand, our asbestos-free, water-resistant, cement-based autoclaved building products are versatile, maintenance-free and easy to work with.

Be it basic home renovation or the construction of new buildings, architects and designers have also found **PRIMA®** products to be the superior choice as they offer a more durable, more cost-efficient and greener alternative to wood. And unlike wood, **PRIMA®** is especially suitable for our very humid and wet climate, with absolute resistance to both mould and termites!

Indeed, given the fast-growing demand for sustainable materials, eco-friendly **PRIMA®** products have won the enthusiastic approval of the building industry.

What Is Fibre Cement ?

Fibre cement is a simple abbreviation for Fibre Reinforced Cement (FRC). Fibre cement building materials were developed in early 1980s, using alternative reinforcing, materials create asbestos-free cement-based building products. Fibre cement products are mixture of:

- Cellulose Fibre, from plantation-grown Radiata Pine Trees
- Portland Cement
- Refined Sand
- Water

Chemical additives in small amounts are used to help in process, or provide the products with specific characteristic. The FRC autoclaving manufacturing process produces a durable, easily worked, aesthetically pleasing product with superior impact and water resistant inherent quality.

The PRIMAflex™ Advantage

PRIMAflex™ refers to the eco-friendly multipurpose fibre cement flat sheets that we produce for a broad range of applications, internal and external. Among them: ceiling, internal linings, floors, partition, wall cladding, fencing, eaves, roof sarking and water tank support.

PRIMAflex™ has earned global industrial certifications which testify that all its products have been stringently tested and proven superior in these aspects:



PRIMAflex™ For Every Requirement

PRIMAflex™ sheets come in standard sizes, with seven thicknesses from 3.2mm to 16.0mm, and comply with the **MS1296:2010** specifications for fibre cement flat sheets. The fact that our fibre cement testing laboratory was the first in Asia to achieve **MS 1SO/EC 17025:2005** also testifies to the reliability of our test laboratory methods and standards.



Ceiling, Eaves & Soffit Linings

PRIMAflex™ offers versatility and high workability.
Recommended thickness: 3.2mm & 4.5mm



Flooring

PRIMAflex™ makes remarkably impact-resistant and hard-wearing floors.

Recommended thickness: 16.0mm



Partition

PRIMAflex™, with its superior impact-resistance, fire-resistance and sound-insulation properties, is most suitable for office and commercial space partitions. Its amazing resistance to water and mould also make it better than either plywood or gypsum, especially for areas with adjoining bathrooms and kitchens, or in situations where the exposure to moisture is high.

Recommended thickness: 6.0mm – 12.0mm



Roof Sarking

PRIMAflex™ is increasingly preferred to plywood and gypsum board for roof sarking, thanks to its exceptional heat-insulation, sound-insulation and water-resistance properties.

Recommended thickness: 6.0mm – 12.0mm



Wall Cladding (Internal & External)

PRIMAflex™ is great for non-load bearing multi-purpose wall claddings, both internal and external. Economical and durable, it is also easy to work with and to install.

Recommended thickness:
6.0mm – 12.0mm



Water Tank Support

PRIMAflex™ its high durability, plus its superior resistance to water, mould and termites, also make **PRIMAflex™** the ideal material for water tank support.

Recommended thickness: 12.0mm & 16.0mm



Permanent Formwork

PRIMAflex™ at its maximum thickness of 16.0mm can provide the ideal permanent formwork for bridges and tunnels. Besides high durability,

Applications and Standard Sizes

PRIMAflex™ applications may be selected from the table below based on the thickness performance criteria specified by the designer.

Application	PRIMAflex™ Sheet Thickness (mm)						
	3.2	4.5	6.0	7.5	9.0	12.0	16.0
Ceiling, Eaves & Soffit Linings	✓	✓	✓				
Wall Cladding (Internal & External)			✓	✓	✓	✓	
Flooring							✓
Permanent Formwork						✓	✓
Water Tank Support						✓	✓
Roof Sarking			✓	✓	✓	✓	✓
Partition			✓	✓	✓	✓	

Mass per Sheet; kg				Suspended Ceilings	
Thickness	Length x Width (mm)			Support Grid Dimension (mm)	PRIMAflex™ Sheet Size (mm)
(mm)	610 x 1220	1220 x 1220	1220 x 2440		
3.2	3.3	6.6	—	600 x 600	595 x 595
4.5	4.8	9.5	19.1	610 x 610	603 x 603
6.0	6.3	12.6	25.3	600 x 1200	595 x 1195
7.5	—	—	31.9	610 x 1220	603 x 1213
9.0	—	—	37.3		
12.0	—	—	49.7		
16.0	—	—	66.3		

More value-added reasons to choose PRIMAflex™

- Our Technical Services Department is staffed with hands-on personnel to provide customers with **FREE** expert consultation on fibre cement applications and customised design solutions to meet specific project needs.



- All **PRIMAflex™** products come with a solid 10-year warranty on any defects or irregularities in its products.



green

is better

we care for our world

As a global manufacturer and supplier of high-quality building products, Hume Cemboard Industries Sdn Bhd recognises that its business goal of enriching people's lives comes with the very important responsibility of helping to create a sustainable world. Consequently, we strive to preserve and protect the environment through the sourcing of sustainable raw materials, recycling-oriented manufacturing, energy-saving and waste-reducing initiatives.

How we do it:

- The cellulose that we use in our manufacturing process come from Radiata pine forests in New Zealand that are managed strictly in accordance with the principles of sustainable forest management.
- We have specially designed the moulds in our production process to reduce the generation of shape-forming waste.
- We reduce the impact of the intake and effluent of water in our production activities.
- We conscientiously reduce our waste emissions by boosting yield in our production process and increasing the recycle rate of our waste materials.

Fact: No other Malaysian manufacturer of fibre cement products has earned as many globally recognised industry certifications and appraisals than we have to minimise our carbon footprint and to protect our environment.



WARRANTY

Hume Cemboard Industries Sdn Bhd ("the Company") warrants that it will at all times ensure that the products referred to herein ("the Products") shall be supplied by it to the purchaser free of any manufacturing defects and defective materials used in their manufacture.

In the event and if contrary to this assertion the Products prove to be defective, whether as a result of manufacturing defects or arising from the Company's use of defective materials, the Company will supply replacement Products. The Company shall, however, have the option and may choose to reimburse the purchaser the purchase price of the Products instead. The Company shall not be liable for any economic or consequential losses arising from any use of defective Products.

This warranty shall be void unless the purchaser has, in its handling and installation of the Products, complied with the recommendations contained in this brochure and other good building practices expected of a reasonable purchaser.

ADVISORY NOTE

Successful installations of Hume Cemboard Industries Sdn Bhd's Products depend on a large number of factors that are outside of the scope of this brochure. Particular design, detail, construction requirements and workmanship are beyond the control of the Company. As such, Hume Cemboard Industries Sdn Bhd's warranty does not extend to non-usability of Products or damage to Products arising from poor or defective designs or systems or poor quality of workmanship in the installation of Products.

HEALTH AND SAFETY

Breathing in fine silica dust over time may cause bronchitis, silicosis and lung cancer. Workers on-site are thus strongly advised to wear protective clothing, eye protection (conforming to AS1337) and dust mask (P1 & P2).



For more information, please contact us at:

Hume Cemboard Industries Sdn. Bhd.

A Member of the Hong Leong Group

