

Alpha Decor

Concrete as architecture, not just structure.

Grades	Colours	Lead Time	Texture	Certifications
M30-M50	Custom	1-week design	Custom	BIS, IS 456

Key Features

Integral coloring with iron oxide. UV-stable, alkali-stable iron oxide pigments. Bayferrox or Lanxess brand. Black, red, brown, yellow, green, blue spectrum.

Special aggregates for texture. White cement, decorative crushed aggregates, polished sand, exposed-aggregate combinations. Custom blends per project.

Smooth finish capability. Off-the-form smooth finish. Polished concrete capability with proper formwork and finishing.

Consistent color batch-to-batch. QC color matching against approved mockup. Color samples taken from every TM. CIE Lab values logged. $\Delta E < 3$.

Mockup panel approval. 3-week design phase. 4-6 mockup options. Client approval before commencement. Locked specification thereafter.

UV-resistant pigments. Iron oxide pigments don't fade in sun exposure. UV-stable for decades. Outdoor architectural applications safe.

Technical Specifications

Parameter	Value
Compressive Strength (28-day)	30 – 50 N/mm ² (per grade)
Cement Type	OPC 53 (white cement option for light shades)
Cement Content	360 – 420 kg/m ³
Mineral Admixture	GGBS or fly ash (controlled for color consistency)
W/C Ratio	0.38 – 0.45
Coarse Aggregate	Specialty per project (decorative options available)
Fine Aggregate	Specialty M-sand or river sand per design
Pigment	Iron oxide (Bayferrox/Lanxess), 1-7% by weight of cement
Chemical Admixture	Color-stable superplasticizer
Slump	75 – 150 mm (per finish requirement)
Color Tolerance	ΔE < 3 (CIE Lab) batch to batch
Setting Time (initial)	4 – 6 hours
Surface pH	< 13 within 28 days (low efflorescence)
Code Reference	IS 456:2000, IS 8112, IS 11505 (white cement)

Applications

Exposed Concrete Walls. Architectural walls in residential, commercial, public spaces. Brutalist or modernist aesthetic.

Decorative Floors. Polished concrete floors for retail, residential, commercial. Stained or pigmented finishes.

Architectural Features. Columns with decorative finishes. Sculptural elements. Public art installations.

Specialty Architectural Elements. Cast-in-place sculptures. Decorative panels. Public space architecture.

Available Grades

M30 — Decorative floors, light architectural elements.

M35 — Standard architectural walls and decorative features.

M40 — Premium architectural walls, sculptural elements.

M45 — High-strength architectural columns.

M50 — Specialty architectural with structural strength.

Disclaimer: The specifications shown represent typical ranges. Actual mix designs are project-specific and subject to verification by Alpha Concrete's QC team. Quoted specifications must be confirmed against actual lab results before commercial commitment.