



**PRIMA**<sup>TM</sup> *flex* **Groove**



# PRIMAflex™ Groove

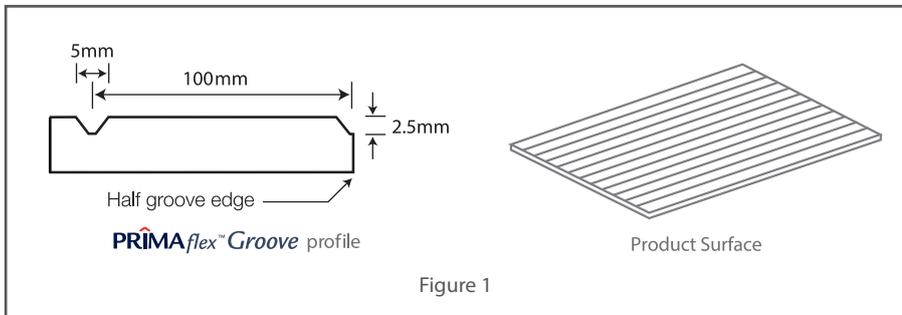
PRIMAflex™ Groove is a fibre cement lining product, manufactured from Portland cement, finely ground sand, premium virgin Kraft softwood cellulose fibres, additives and water. The materials are cured under high steam pressure autoclave to create durable, dimensionally stable properties before being shaped as a final product.

PRIMAflex™ Groove lining is manufactured to conform to the requirements of Fibre cement sheets (MS1296:2010) and is classified as Category C for internal applications and Category A for external applications.

## Features

PRIMAflex™ Groove lining is designed with decorative v-shaped grooves that is carved into the sanded surface of the board (Figure 1.)

PRIMAflex™ Groove lining is ideal to be used as feature walls with it's elegant look and design flexibility. It requires low maintenance and offers fire resistance thanks to improvements done on the manufacturing processes.

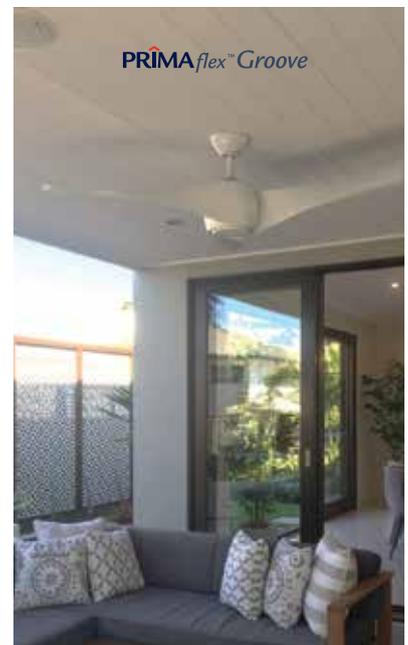


- Aesthetic V-shaped grooves replicate traditional tongue and groove style
- Stronger and durable
- Light weight and nailable
- Ease workability
- Fire, water and weather resistance
- Termite resistance
- Ready to paint
- Concealed sheet joints



## Applications

PRIMAflex™ Groove is commonly used for internal wall, soffit and external wall cladding. It can be installed onto timber and light gauge steel framed houses or buildings.





## Profiles

PRIMAflex™ Groove is available in sheet sizes as below:

### Standard Sizes and Mass Per Sheet

Thickness (mm)	Width (mm)	Length (mm)	Mass, kg/m (est. at EMC)
7.5	1200	2400 2700	10.4

## Material Properties & Compositions

Properties	Values
Product Composition	Top Grade Cellulose Fiber Finely Ground Sand Portland Cement Water
Bending Strength (Oven Dry) Category / Class	> 13 MPa (MS1296:2010) C / 1
Bending Strength (Saturated) Category / Class	> 7 MPa (MS1296:2010) A / 1
Average Density (Oven Dry)	1390 kg/m <sup>3</sup> (MS1296:2010)
Dimensional & Geometrical Conformance	Passed (MS1296:2010)
Water Permeability	Passed (MS1296:2010)
Moisture Movement 30-90% Relative Humidity	< 0.25% (MS 1296: 2010)
Heat-Rain Resistance	Passed (MS1296:2010)
Frost Resistance	Passed (MS1296:2010)
Warm Water Resistance	Passed (MS1296:2010)
Soak-Dry Performance	Passed (MS1296)
Fire Hazard Test	Passed (BS 476 Part 6 & 7)
Thermal Conductivity	~ 0.20W/mK (ASTM C518)



PPS (BAHAN BINAAN)  
No. Perakuan: A 004294  
A 003842



BAHAN KELAS 'O'  
BS 476 - PART 6 - 1989  
BS 476 - PART 7 - 1997



MyHP00175/16



041-025  
MADE FROM RECYCLED MATERIALS



SIRIM  
ECO LABEL  
License No.  
ELH0006001



CERTIFIED TO MS 1396 : 2010  
Certification No. PH 000905



CERTIFIED TO ISO 9001 : 2015  
CERT. NO. : QMS 00214



CERTIFIED TO ISO 14001 : 2015  
CERT. NO. : EMS 00451



CERTIFIED TO OHSAS 18001 : 2007  
CERT. NO. : OHS 00396



Certified to ISO 9001:2015  
Certification No. PH000613



Termite Resistant



Fire Resistant



Water Resistant



Weather Resistant



100% Asbestos free



Superior Paint Adhesion



High Workability



Aesthetically Pleasing



50 Years Durability

#### 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.



For more information, please contact us at:

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