

# Evercrete's repellent tactics

**CONCRETE AND** steel structures in some of Dubai's landmark buildings could be at risk from corrosion by salt, acids and chlorides, according to a leading sealant producer.

Construction companies in the UAE, unlike their counterparts in cities including Hong Kong and Tokyo, have failed to embrace technology that can protect buildings' steel and concrete structures from acid rain and other substances, according to Evercrete, a firm that makes a sealant widely used as a substitute for bitumen.

"There's concern in Dubai about chlorides, acids, rain, ultra violet light and other natural elements that could erode buildings," said Paul Hackeson, Evercrete's agent for the Middle East.

Part of the problem is that some contractors are often slow to adopt new technologies, while others prefer to ignore products that could reduce the

chance of repeat business, according to Hackeson. Many new construction companies in Dubai continue to use bitumen instead of newer products, which can repel water and are more durable.

Evercrete is drawing attention to the problem, and promoting its Deep Penetrating Sealer (DPS) product at The Big 5.

DPS is a non-toxic, water-based sealant that works by penetrating concrete and waterproofing it. It also dust-proofs, hardens and preserves old or new concrete, the company claims.

Evercrete, which is at The Big 5 for the first time, has been looking at the Middle East's construction sector for about three months, and Leonorah Glatthaar, managing director for the company's Asian subsidiary, Evercrete International (Asia), described the region as "the final frontier".



**Leonorah Glatthaar: The Middle East is the "final frontier" for our product.**