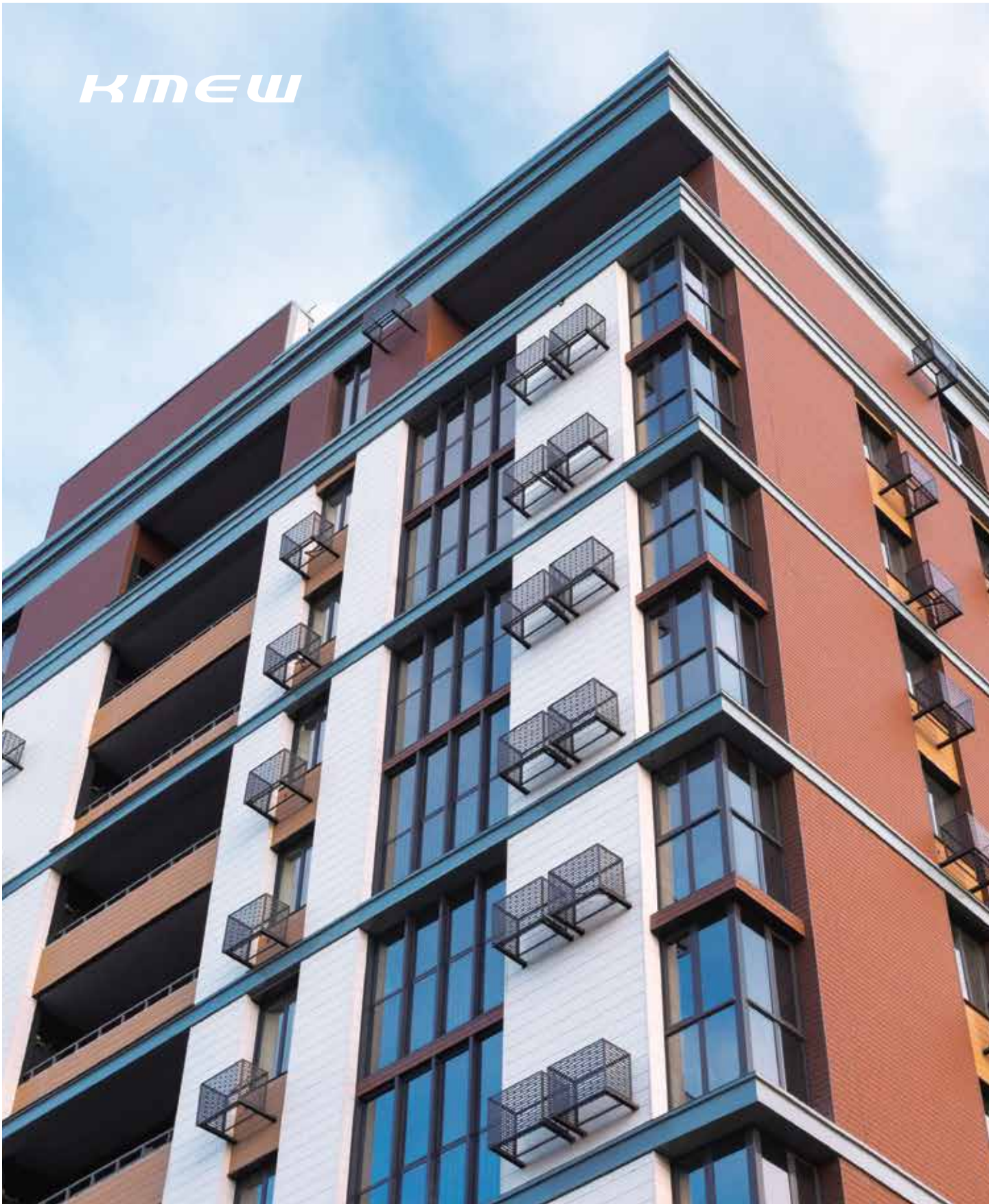


*KMEW*



2021

# Ceradir V 14

KMEW Co., Ltd. (Japan)



*For Thailand Only*

## CORPORATE OVERVIEW

*As the only company in Japan that specializes in exteriors, KMEW offers complete solutions including products such as roofing tiles, siding panels and rain gutters.*

Since our inception, KMEW has bend Make Homes Attractive. We have not restricted these activities to Japan alone, and have expanded to service overseas markets as well.

KMEW building materials had considerable success as high-quality products bearing the label of a Japanese brand. Moving forward, we aim to gain more understanding of living and construction activities in various countries all over the world, and use the knowledge and technical skills gained in all countries to contribute to the development of a global housing culture.



## COMPANY DATA

Capital 8 billion yen  
 Number of employees 1,978 (1 Apr 2019)

- 1890 ◆ Opened Oide Chuzo-jo (Oide Foundry)
- 1918 ▲ Opened Matsushita Electric Housewares Manufacturing Works
- 1945 ▲ Changed the company name to Matsushita Electric Works, Ltd.
- 1957 ◆ Advanced into the arena of housing-related materials.
- 1958 ▲ Launched plastic rain gutter
- 1961 ◆ Launched roofing tiles "COLORBEST COLONIAL"
- 1971 ▲ Started roofing business, launched "FullBest16"
- 1980 ▲ Launched siding panel "Multi Siding"
- 1981 ◆ Launched fireproof siding (horizontal joint)
- 1985 ◆ Launched serve-press siding panel material "Ceracity"
- 1987 ◆ Launched siding panel "CeraDeal18"
- 1987 ▲ Launched siding panel "Neo Rock"



# ORGANIZATIONAL STRUCTURE

Two Japanese companies with high-tech capabilities and established track records combined their top-class expertise in exterior building materials to create KMEW.



In 2003, Kubota Corporation and Matsushita Electric Works (now Panasonic) merged their respective divisions specializing in exterior products for residences and created Kubota Matsushitadenko Exterior Works Ltd. The name spread across the world with a reputation for high-quality exterior products.

## OUR MISSION

*KMEW, the leading exterior product manufacturer in Japan, is determined to make greater contribution to the development of better housing culture all over the world through premium quality products.*

People around the world trust in “Made-in-Japan.” We at KMEW not only respond to this trust, but offer “Experience Beyond Expectation” with our products. For this purpose, we set up our own strict standards named KMEW Premium Quality, and deliver the best possible products to various countries throughout the world, in accordance with our motto.

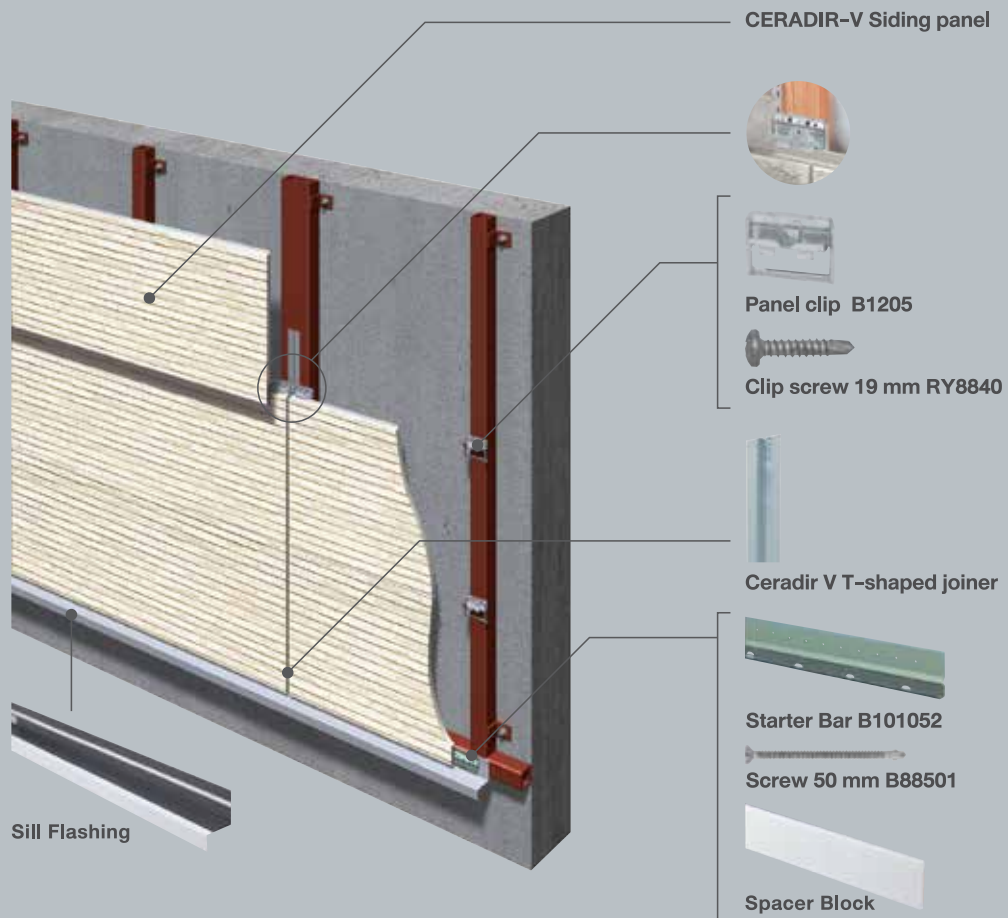
- MILESTONES
- ◆ Kubota Corporation

- ▲ Matsushita Electric Works, Ltd. (now Panasonic)
- KMEW Co., Ltd.

- 1990 ◆ Changed the company name to Kubota Corporation
- 1997 ▲ Launched metal siding “Haru Ichiban”
- 1999 ▲ Launched siding panel “Ceramic coating Series”
- 2002 ▲ Launched siding panel “Hikari Cera Series” Founded as the Matsushitadenko Exterior Works Co., Ltd.
- 2002 ◆ Launched COLORBEST “GLASSA Series”
- 2003 ● Kubota Matsushitadenko Exterior Works Co., Ltd.

- 2007 ● Launched siding panel “Hikari Cera Pixcera”  
Launched roofing tiles “ROOGA”
- 2009 ● Launched siding panel “Shinsui Cera”
- 2010 ● Changed the company name to KMEW Co., Ltd.
- 2011 ● Launched ColorBest “Shanetsu GLASSA”
- 2012 ● Launched siding panel “Ceratopia”
- 2019 ● **KMEW Co., Ltd. Cooperate with SCG to distribute Siding product in THAILAND**

# OUR PANEL JOINT SYSTEM



## PANEL JOINT SYSTEM

*Creates a seamless panelized appearance*

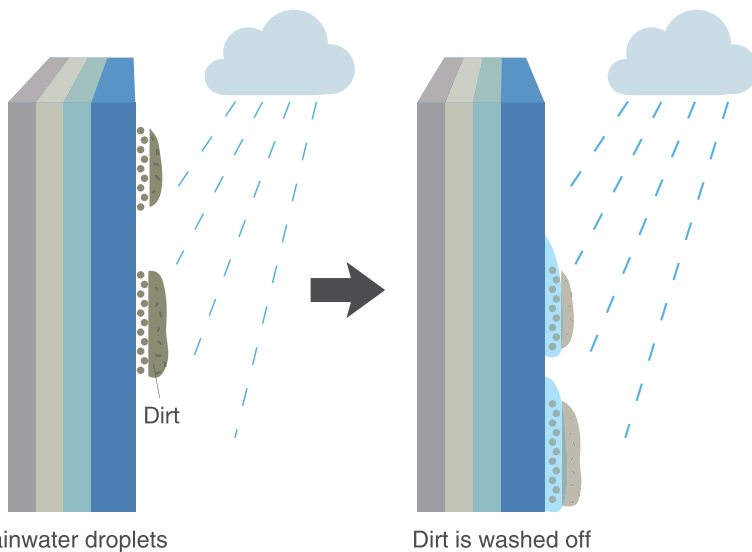
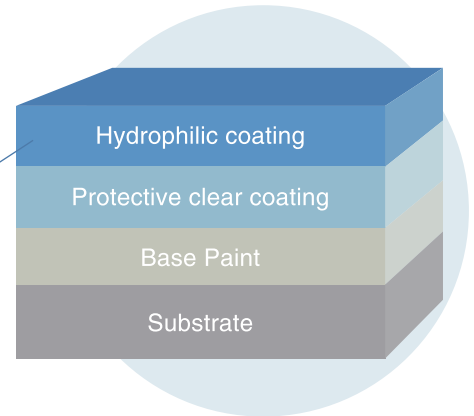
Suitable for residential and commercial buildings, the KMEW Siding consists of pre-finished siding panels and innovative mounting clips and accessories, all of which have been designed for ease of installation.

# Low-maintenance

## Pre-finished coating with self-cleaning technology

The panel structure is formed from the substrate, base paint protective clear coating and hydrophilic coating.

Advanced hydrophilic coating technology.  
Dirt is washed away by rainwater.



Advanced hydrophilic coating technology helps wash away dirt accumulated on the panel with rainwater. After panel being cleaned with rainwater from dirt, moisture remains on the hydrophilic surface. The color coating is strongly protected from moisture.

**Washed away by rainwater.**  
Water gets on the dirt and washes the dirt away

## Caulking free



When using caulking



When using T-shaped joiner

A newly developed T-shaped joiner provides caulking-free installation at vertical joints.

T-shaped joiners can reduce maintenance cost caused by caulking deterioration.



# Variety of textures and colors

Wide variety of textures and colors (Product line-up)

## Plain 2

▶ 30



## Plain 1

▶ 32



## Stripe

▶ 34



## WOOD

▶ 36



## Brick 1

▶ 38



## Brick 2

▶ 40



## Stone 1

▶ 42



## Stone 2

▶ 44





# Ceradir V 14

## Product line-up

### Performance List

Item	Unit	Index	Reference
Specific gravity	—	1.0*	Dry at 105°C for 24 hours
Moisture content	%	20 or less	JISA 5422
Water absorption rate	%	50 or less	Water absorption 24 hours 105°C / 24
Bending fracture load	N	785 or more	JISA 5422
Impact resistance	—	Passed	JISA 5422

\* In-house test data

### Ceradir V Specification & Performance List

Item		Unit	Ceradir V
Flexural modulus		N/ mm <sup>2</sup>	2324*
Moisture permeability coefficient		ng/m <sup>2</sup> , S, Pa	333.6
Thermal conductivity		W/m, K	0.268
Coefficient of linear expansion		/K	7.2×10 <sup>-6</sup>
Sound insulation	Sound transmission loss (500Hz)	dB	28
	Sound transmission loss (1000Hz)	dB	33
Frame retardance			Non-combustible material QM-0739

\* In-house test data

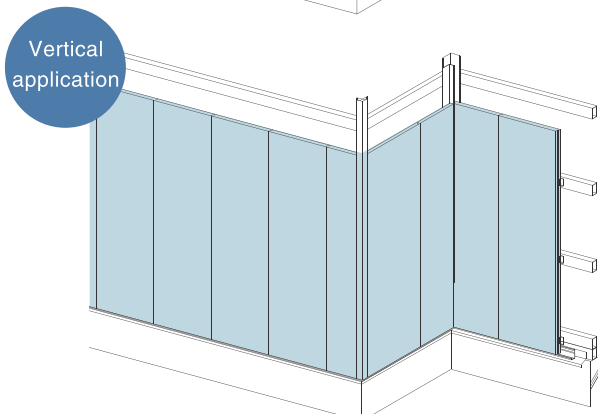
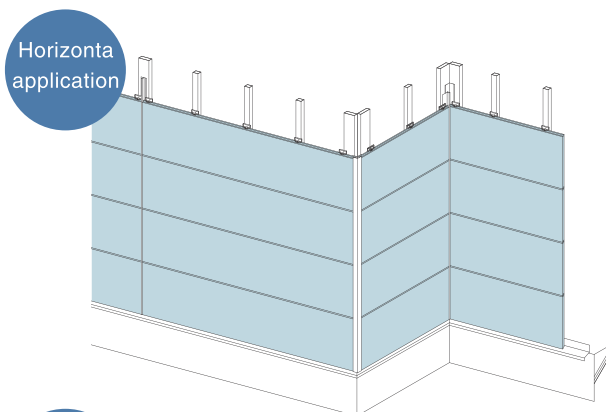
### Ceradir V panel dimensions

Product name	Core	Thickness (mm)	Length (mm)	Width (mm)	Weight (kg/panel)
Ceradir	Solid	14	3000	455	21 (15.4kg/SQM)

Mixture of Fiber-Cement Siding Panel:

Cement, Silica, Organic fiber(Ex.Pulp etc.), Pulp

The vertical and horizontal applications of the panels are available to extend the range of design.



# Plain 2

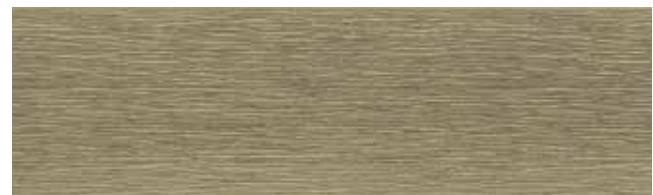
Horizontal/vertical application



HCW11110GC



HCW11124GC



HCW11126GC



HCW11127GC



HCW11111GC



HCW11128GC



HCW1112GC



HCW11131GC



HCW1117GC



HCW11132GC



HCW1119GC

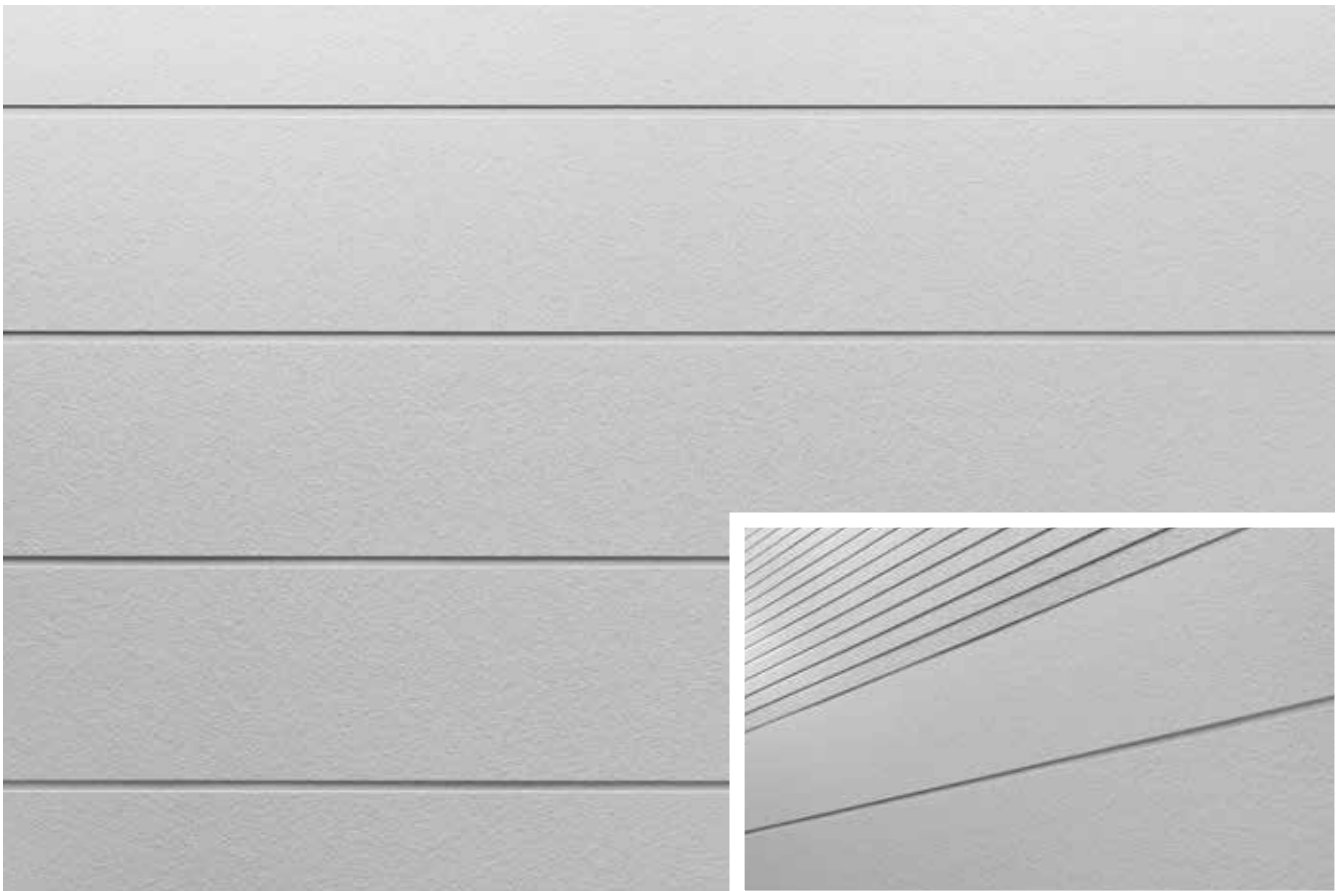


HCW11133GC

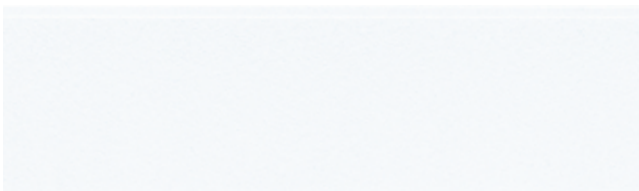


# Plain 1

Horizontal/vertical application



This texture well matches with the "Stripe" panels.



HCW9151GC



HCW9159GC



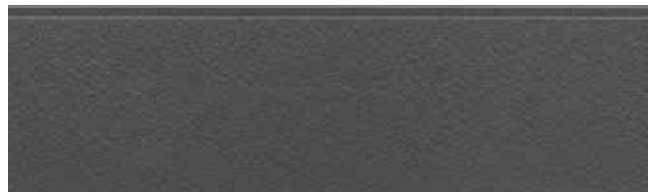
HCW9152GC



HCW91510GC



HCW9154GC



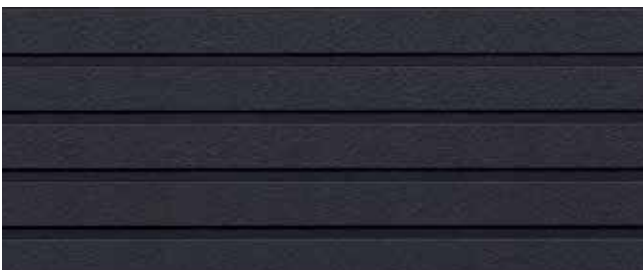
HCW91511GC



HCW9155GC

# Stripe

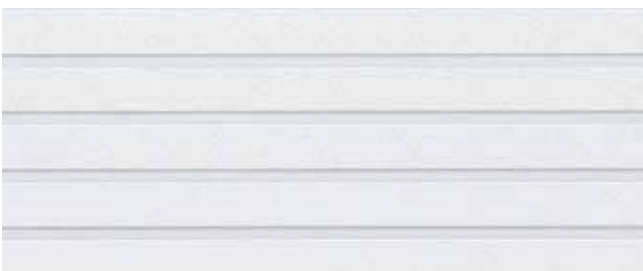
Horizontal/vertical application



HCW1567GC



HCW15610GC



HCW1568GC



HCW15614GC



HCW1569GC



HCW15615GC

# WOOD

Horizontal/vertical application



HCW9141GC



HCW9142GC

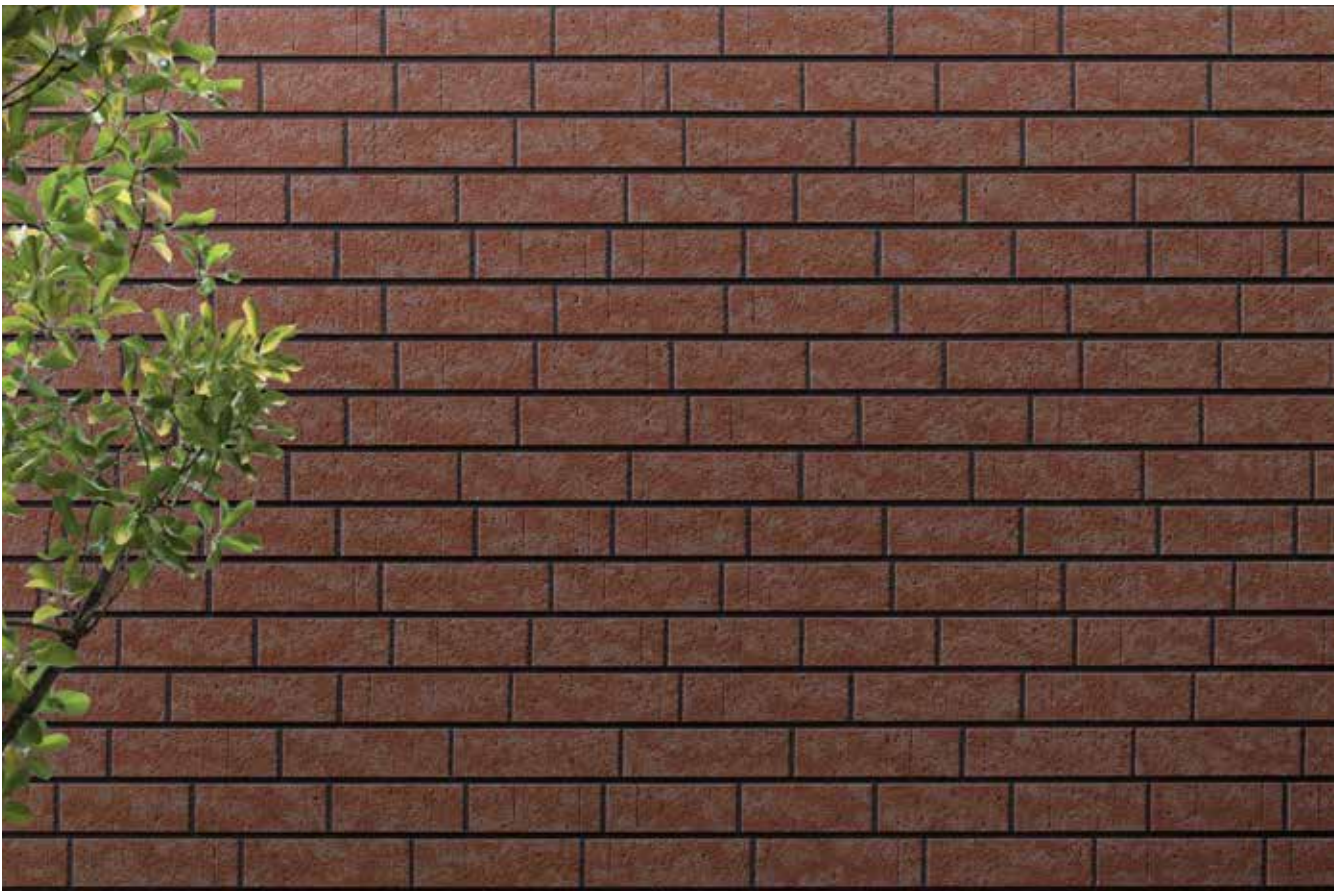


HCW9143GC



# Brick 1

Horizontal application



HCW2321GC



HCW2323GC



HCW2322GC



HCW2324GC



HCW2327GC







# Stone 1

Horizontal application



HCW2331GC



HCW2333GC



HCW2332GC



# Stone 2

Horizontal application



HCW1819GC




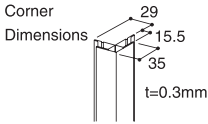
HCW18110GC



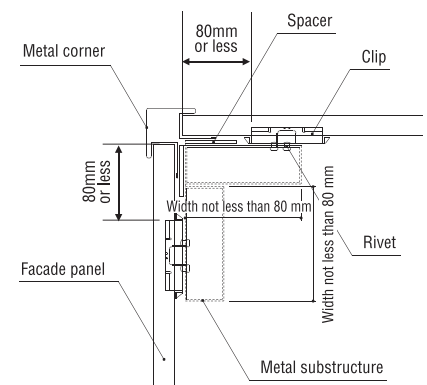
HCW18111GC

# Metal Corner



Item	Metal Corner
Photo	
Product code	B211**
Pieces per package	
	5 pcs/package

Detail (Clip for horizontal application (5mm))



## SKU & COLOR

Product code	Color
<b>B211423</b>	Wheat Orange
<b>B211425</b>	Mocha Brown
<b>B211427</b>	Cream Beige
<b>B211439</b>	Tropical Red Light
<b>B211441</b>	Moisture Brown Light
<b>B211459</b>	Reddish Beige
<b>B211460</b>	Harvest Yellow
<b>B211462</b>	Atlantic Blue
<b>B211468</b>	Sage Green
<b>B211476</b>	Chocolat Brown
<b>B211512</b>	White
<b>B211549</b>	New Gray GB
<b>B211550</b>	Chick Gray
<b>B211557</b>	Silver Gray
<b>B2113057</b>	Forest Yellow
<b>B2113058</b>	Max White
<b>B211W1</b>	Black
<b>B211W3</b>	Brown

## Color variations

			
423 (Wheat Orange)	425 (Mocha Brown)	427 (Cream Beige)	439 (Tropical Red Light)
			
441 (Moisture Brown Light)	459 (Reddish Beige)	460 (Harvest Yellow)	462 (Atlantic Blue)
			
468 (Sage Green)	476 (Chocolat Brown)	512 (White)	549 (New Gray GB)
			
550 (Chick Gray)	557 (Silver Gray)	3057 (Forest Yellow)	3058 (Max White)
			
W1 (Black)	W3 (Brown)		

# Maintenance instructions

## Coating of the facade panel and caulking of the joints not permanent.

The durability of fiber cement panel greatly affected by natural phenomena weather conditions such as sunlight (ultraviolet rays), wind and rain, snow, and changes in temperature, as well as typhoons and earthquakes and the degree of the maintenance of fiber cement panel. If the proper maintenance (inspection & maintenance) conducted often it will delay the aging not only of facade panel but also of the building itself, leading to keep up the value of the property for long time.

## 1. Daily maintenance

Conduct inspection of the exterior of the building by appropriate method once a year in a safely manner.

Conduct inspection of the exterior wall visually once a year. (Working in high places is strictly prohibited.)

In particular, please check after an earthquake or typhoon.

If you find any changes on the exterior that makes you worry please consult with the housing company or the contractor for early maintenance. (Maintenance costs will be borne by the owner.)

### Inspection of the painted surface of siding panel

- Inspect the painted surface for discoloration (chalking), peeling and cracking, and for stuck stains, mold and algae.

\* When whitening, discoloration, peeling, etc. become noticeable, it is time for repainting.

\* The degree of discoloration and the conspicuousness of stains vary depending on the type of siding, color tone (paint), location conditions and shape of the building.

### Inspection of Siding panel substrate

- Check the siding panel for cracks, warpage, swells, chips, and other defects

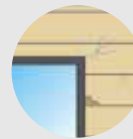
\* Check particularly around the openings, cracks around nails (screws), siding panels misalignment after an earthquake.



Discoloration (chalking) of the siding panel, cracks in the coating, stains, mold, algae, etc that can not be removed.

### Inspection of other parts

- Inspect the steel accessories for rusting and deterioration of the coating layer.
- Make sure if nails (screws) are not floating.



Siding panels cracks, chips, warpage, swells, etc.

## 2. Daily care

Please consult with the home builder or building contractor for proper maintenance and care.

- To remove dirt such as bird droppings, dust, algae, and mold, wash lightly with a cloth or soft sponge.

In that case, make sure not to damage the painted surface.

If dirt is not washed off by applying water, use a soft cloth to wash it with a diluted neutral detergent, and then rinse it off with tap water.

### Caution

· Avoid using the followings as it may damage the coating of the panel.

- ① Thinner solvent
- ② Hard brush like metal scrubbing brush
- ③ Cleaning with high pressure water and steam cleaning

· When washing with water, make sure to sprinkle water downward on the wall. Sprinkling water upwards may cause water penetration through the joints.



- Algae and mold

Due to different nature of algae and mold the conditions of occurrence may differ as well, however, if the environmental conditions are met for them both can occur not only on the siding panels of the buildings but also elsewhere.

It is possible to remove algae and mold, however, the effect does not last long, so there is a possibility of recurrence.

In order to keep it removed continuously, it is necessary to take good care of it.

However, it may not be possible to remove it if it is penetrated into a small gap/space.

In general, environment and the parts in which algae and mold are likely to grow

- ① Location conditions: ponds, rivers, irrigation canals, fields, forests, etc. in the vicinity.
- ② The north part of the building with poor ventilation and high humidity
- ③ Upper side of window where water and dirt easy to be collected
- ④ Due to short protrusion of eaves and openings rainwater can easily splash on siding panel



### 3. Maintenance of siding panel

For repainting and repair work, basically, please consult with the the home builder or building contractor who built the building and ask a professional contractor to perform proper maintenance.

\*Please be noted the maintenance costs will be borne by the owner.

#### Disclaimer

Please note that KMEW is not responsible for for the following cases.

- When damage such as cracks due to natural disasters, surrounding environment, pollution, etc., or stains or discoloration of moss, algae or mold due to normal aging occur.
- When a problem occurs due to insufficient maintenance of the resident or intentional or negligence of the resident or a third party.
- When a problem occurs because the resident has made an extension/renovation or repair after moving in and attached various equipment and accessories.
- When a problem such as deformation or abnormality due to the structure of the building or decay of the wooden frame due to dew condensation occurs.
- When an accident caused by installation, rust on nail occurs, etc.

#### Instructions on repainting or repairing the fasade panels (for the professional contractors)

##### Repainting siding panel

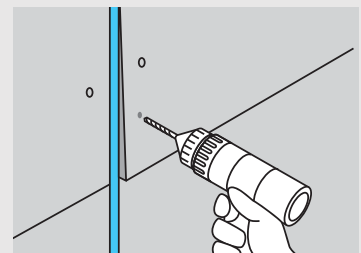
- Please repaint factory-pre-finished coating siding panels based on **daily inspection results** .  
When repainting siding panels on site, make sure to check the type of paint with your home builder or paint manufacturer.

##### Caution

\*For a multi-colored siding panel, when its panel surface gets deteriorated, some paint expressions cannot be reproduced.

##### Repair of siding panel substrate

- For a crack, make a V-cut on the panel and fill it with putty and apply touch-up paint.  
If putty repair is not sufficient then replace the siding panel.  
Use equivalent or alternative siding panel for replacing.
- If there are warps or burrs, make sure if studs are available around them, pre-drill pilot holes, and then fasten with stainless steel screws.
- When the siding panel is damaged by an impact from outside, repair it with putty or replace the panel.



##### Repair of other parts

- Apply paint when a steel accessory such as flashing rusts or the coating peels off.
- If you can see the floating of the siding fastening nail (screw), fasten the floating nail (screw) tightly.  
In addition, make sure if a stud is available around it, then pre-drill a pilot hole and fasten one more place with a stainless screw..





[ HCW9124GC ] [ HCW1111GC ]





---

### *Manufactured by*

KMEW CO., LTD.  
13 F CRYSTAL TOWER, 1-2-27 SHIROMI,  
CHUO-KU, OSAKA 540-6013, JAPAN

---

### *Imported and distributed by*

THE SIAM FIBRE-CEMENT CO., LTD.  
1 SIAM CEMENT Rd., BANGSUE,  
BANGKOK 10800, THAILAND

**SCG Home Contact Center : 02-586-2222**

- โปรดศึกษา “คู่มือการใช้สินค้า” และ “คู่มือการติดตั้ง” ให้เข้าใจก่อนใช้งานจริง
- รายละเอียดตามคู่มือฉบับนี้บริษัทฯ อาจเปลี่ยนแปลงได้ตามความเหมาะสมโดยไม่ต้องบอกกล่าวหรือแจ้งให้ทราบล่วงหน้า
- สีในรูปตัวอย่าง อาจแตกต่างจากสินค้าจริงเล็กน้อยเนื่องจากการพิมพ์

**KMEW**



**01**

**CERADIR V  
2022**

- Please study “Product catalog” and “Installation manual” before use.
- The detail information in this print may be modified or updated by the company without prior notice.
- COLOR OR PRODUCTS in this print may vary slightly due to the printing process. Final color selection should be made from samples.