

Multiguard IW+ New Pack Design

September, 2015

Multiguard IW+ is considered to be one of the basic raw materials for any concrete structure. It is one of the most versatile and economical material, (costs less than 10 paise for one by one foot plaster area) giving much more return on investment than its cost. It is integral waterproofer and concrete tonic for durable structure.

Multiguard IW+ is the only product, which can be purchased by any common man having limited money (have 200 ml smallest packing) to giant structure owners.

For making material more prominent and easily accessible to all, Multichem has come out with unique packing design.



Fig. 1 : First phase of Design



Fig. 2: First phase of Design

Second and final phase of design shows Multiguard IW+ in bold font, with shield showing 'COMPLETE LEAKAGE PROTECTION'. This means Multiguard IW+ is truly complete leakage protector, with 10 benefits. Multiguard IW+ is also put in Hindi language to increase readability of product.

'हर कारीगर की पहली पसंद' means product is usefriendly with any person using Multiguard IW+.

Multiguard IW+ is available in 20lit, 10lit, 5lit, 1lit and 200ml packing as shown below.



Fig.3: 5 lit and 1 lit packs