



# The Poetry of Time







The woods are lovely, dark & deep,

But I have promises to keep,

And miles to go before I sleep,

And miles to go before I sleep.

- Robert Frost





## Introducing De Madera

Welcome to a collection of nature's poetry captured in each shade, texture and panel. **De Madera** represents the profound beauty and enduring elegance of wood.

Each panel tells a story, with lines and textures that reflect the natural beauty and timeless elegance of wood. Feel the warmth and charm of wood with the durability and versatility of ACP.





### **Notes on Nuance**

### **Natural Wood**

- Natural -
- The Feel -
- No Warranty -
- Shrinks/Swells due to weather -
  - Scratch Magnet -
  - Wind, UV, Temperature shifts can lead to damage
    - Costly to source high-quality wood
      - Heavy -
- Maintenance-Heavy; thus high spends over time



### Viva De Madera

- Looks Natural
- Feels Natural
- Up to 15 Years of Warranty
- Weather-Proof
- Scratch/Dust Resistant
- Stable during Wind, UV or Temperature Shifts
- Cost-Efficient and Value
   Engineered for your needs
- Light & Environmental Friendly
- Light on Maintenance, therefore
   High Savings over time





### **About Viva**

### Trusted Material Sources

We source materials only from certified vendors, like Hindalco, Nipon & many more.

### Fire-Safe

Pioneers of FR Class A2+ ACCP in India, ensuring best-in-class MCP

# What Sets Us Apart?

**20+ Years**Manufacturing Excellence

**4 Colour** Coating Lines

### **Established Innovators**

Pioneering the ACP Industry since 2003

### State-of-the-Art Facilities

Equipped with cutting-edge machinery in Gujarat for high-quality MCP always.

### Customer-Centric Approach

We are committed to customer satisfaction with our value-engineered high-quality products.

**12 Million M<sup>2</sup>** Annual Production Capacity

**300+ Shades** with Infinite Customisation

**12 Production** Lines

**100+ Inhouse** Quality Test



# "The Oak"

"There needs no crown to mark the forest's king;
How in his leaves outshines full summer's bliss!
Sun, storm, rain, dew, to him their tribute bring,
Which he with such benignant royalty
Accepts, as overpayeth what is lent..."

- James Russell Lowell

In poems like "The Oak," he celebrates the strength and resilience of trees, symbolizing endurance and timeless beauty. His work reflects the emotional depth and individualism of Romanticism.







VA 2001 WHITE OAK



# "The Trees"

Is it that they are born again
And we grow old? No, they die too,
Their yearly trick of looking new
Is written down in rings of grain.

- Philip Larkin

"The Trees" embodies postmodernist themes of renewal, growth, and the cyclical nature of life, offering a poignant meditation on the passage of time.





VA 2009 SPRING WOOD



## Excerpt from "Charred Wood"

In the forest's heart, where fire once played,
Charred wood stands, in silence swayed.
Blackened bark, a testament to flame,
Yet life persists, in nature's name.

- Gary Snyder

In **"Charred Wood,"** Snyder reflects on the aftermath of a forest fire, emphasizing the enduring presence of the charred wood and the cycle of destruction and renewal.







VA 2008 CHARRED WOOD



## "The Oak Tree"

But still the oak tree held its ground
While other trees fell all around
The weary wind gave up and spoke,
"How can you still be standing Oak?"

- Johnny Ray Ryder Ir

Ryder's contemporary approach provides a modern perspective on these timeless qualities, aligning well with the enduring nature of the Nevada Red Oak.







**VA 2005** NEVADA RED OAK





## "Pine Music"

O wandering summer breezes!

The pine harps touch again

For the child who loves the ocean,

And longs for it in vain.

- Kate Louise Brown

"Pine Music" evokes the gentle, soothing sounds of the sea as heard through the rustling of pine trees, blending the imagery of the ocean with the tranquility of the forest. This poem exemplifies the period's inclination towards capturing nature's ephemeral beauty and its ability to evoke powerful emotions.





VA 2004 CANVAS PINE



## "The Larch"

The larch has hung all its tassels out,

It is spring, and the larch is coming into flower;

The green, on its long, thin twigs, takes on a faint

Yellowish cast, as if the sun had kissed it there.

- Norman MacCaig

Poems like "Larch" capture the essence of trees, reflecting the delicate beauty and resilience of Larix Fume. His legacy endures through his profound and accessible poetry.







VA 2002 LARIX FUME



### Excerpt from

## "The Coast-Range Christ"

I have been teased and tutored by pine trees;

I have grown strong in their limbs though their roots have dug into my heart;

I have known the cold of their shade and the heat of their heartwood;

I have been stubborn and full of the resin that runs in their veins.

- Robinson Jeffers

His work often reflects a philosophy of "inhumanism," which emphasizes the value of the natural world over the concerns of humanity, aligning well with the enduring qualities of Raw Pine.







VA 2003 RAW PINE



# "In the Dark Pine-Wood"

In the dark pine-wood I would we lay,
In deep cool shadow at noon of day.
How sweet to lie there, sweet to kiss,
Where the great pine-forest enaisled is!

- James Joyce

His modernist approach emphasizes the deep connection between nature and human emotions, aligning well with the enduring qualities of pine wood.





VA 2006 CLASSIC CHINTOPINE



## "To an Oak Tree"

Thy strength and beauty blend

Most wondrously; for ornament and use

In thee so happily combined, produce

Creation's perfect end.

- Ellwood Roberts

The Victorian perspective on nature aligns with the majestic qualities of the Sawtooth Oak, symbolizing resilience and tranquillity.







VA 2007 SAWTOOTH OAK



### Our Series Tailored for

### World-Class Architecture































& Many More....



Scan to have a look at our De Madera Digital Shades



Certification:

NFPA 285-2019 | EN 13501-1:2018cASTM D1929-16 | ASTM E84-22



## A Closer Look: **Technical Aspects**

А	Panel Dimensions									
	Standard	2440 mm x 122	20 mm 3	3050 mm x 1220 mm	mm x 1220 mm					
В	Panel Thickness (LDPE/Mineral/Aluminium Corrugated)									
	Panel	Core	Top Skin	Bottor	m Skin	Alloy				
	5 Star									
	3.0 mm	2.5 mm	0.25 mm	0.25 mr	n	3105				
	4.0 mm	3.5 mm	0.25 mm	0.25 mr	n	3105				
	7 Star (MOQ-1000 Sq.Mt.)									
	4.0 mm	3.0 mm	0.50 mm	0.50 mr	m	3105				
С	Coating Type									
	Top Skin	Bottom Skin	Bottom Skin		Paint supplier:					
	PVDF	PE		Nippon   Spectrum   JSW   Berger Becker   PPG   Akzonobel						
D	Permissible Product Tolerance									
	Size			Thickness						
	Length	Width	Bow	Squareness	Panel	Coil				
	± 4.0mm	± 2.0 mm	Maximum 0.5%	Maximum ± 2.0 mm	± 0.20 mm	± 0.03 mm				

<sup>&#</sup>x27;Shade variance may vary on batch variance

<sup>&#</sup>x27;For further queries you may contact our customer care manager at 1800 313 3770

<sup>&#</sup>x27;AA5005 series alloy is available on request

<sup>&#</sup>x27;Our warranties are limited to products supply only

<sup>&#</sup>x27;Viva warrants that its products are free from manufacturing defects and they are fit and suitable for usual purposes.

<sup>&#</sup>x27;The product should be inspected prior to installation and our liability will be limited to the cost of the product only.



## A Closer Look: **Technical Aspects**

Property	Test Method	Units	Polyethylene Core	Mineral Core (Class B)	Mineral Core (Class A2)	Aluminium Corrugated Core (Class A2)
ACP Thickness	Measurement	mm	4.0	4.0	4.0	4.0
Coil Thickness	Measurement	mm	0.5	0.5	0.5	0.5
ACP Weight	Measurement	Kg/m2	6.0	7.5	8.5	3.8
Core Density	Measurement	-	1.10	1.6	1.87	2.74
Peel Test	ASTM D 903	N/mm	Min.7	Min.7	Min.7	Min.7
ACP Tensile Strength	ASTM D 638	Мра	Min.40	Min.40	Min.45	Min.45
ACP Yield Strength	ASTM D 638	Мра	Min.35	Min.35	Min.40	Min.40
ACP Elongation	ASTM D 638	%	Min.5	Min.5	Min.5	Min.5
Thermal Expansion	ASTM D 696	mm/M/100°C	2.4	2.4	2.4	2.4
Heat Transmission Coefficient (U)	ASTM C 1363	W/m2K	5.52	5.53	5.53	5.53
Fire Classifications	EN 13501 - 1	-	-	Class B-s1,d0	Class A2-s1,d0	Class A2-s1,d0
Fire Rating	EN 13501 - 1	-	-	Class B	Class A2	Class A2
Sound Transmission Loss	ASTM E 90	dB	25	25	25	25
Sound Absorption Factor	ISO 354	-	0.05	0.05	0.05	0.05





## **VIVA COMPOSITE** PANEL PVT. LTD.

### **Head Office:**

Viva Composite Panel Pvt. Ltd., 601, 6th Floor, A Wing, Times Square Building, Marol Naka, Andheri - Kurla Rd, Andheri East, Mumbai, Maharashtra - 400059

### **Factory Address:**

Survey No, 85/8, 85/9, 85/10, 68/1, 70/14, Khattalwada, Manekpur Road, Opp Poultry Farm, Near Apar Industries Ltd, Tal-Umbergoan, Dist - Valsad, Station -Sanjan, Gujarat - 396120

#### **Branch Offices:**

Delhi I Bengaluru I Ahmedabad I Hyderabad I Chennai I Bhubaneshwar I Jaipur I Raipur I Lucknow | Udaipur | Surat | Ranchi | Kochi | Hubli I Indore I Pune I Nagpur I Nashik I Bhopal | Kolkata

#### **Overseas Branch**

### Qatar -

Viva Composite Panels Trading W.L.L. Al Wukair, GWC-B1-A12-17 & 18, Doha, Qatar

### Kuwait -

Viva Composite Panels Wholesale Co. L.L.C Al-Qurain, Kuwait

#### Dubai -

Vivere Star Panel Trading L.L.C. Dubai, U.A.E.

#### **Overseas Associates**

USA | UAE | South Africa | Sri Lanka | Saudi Arabia | Poland









