

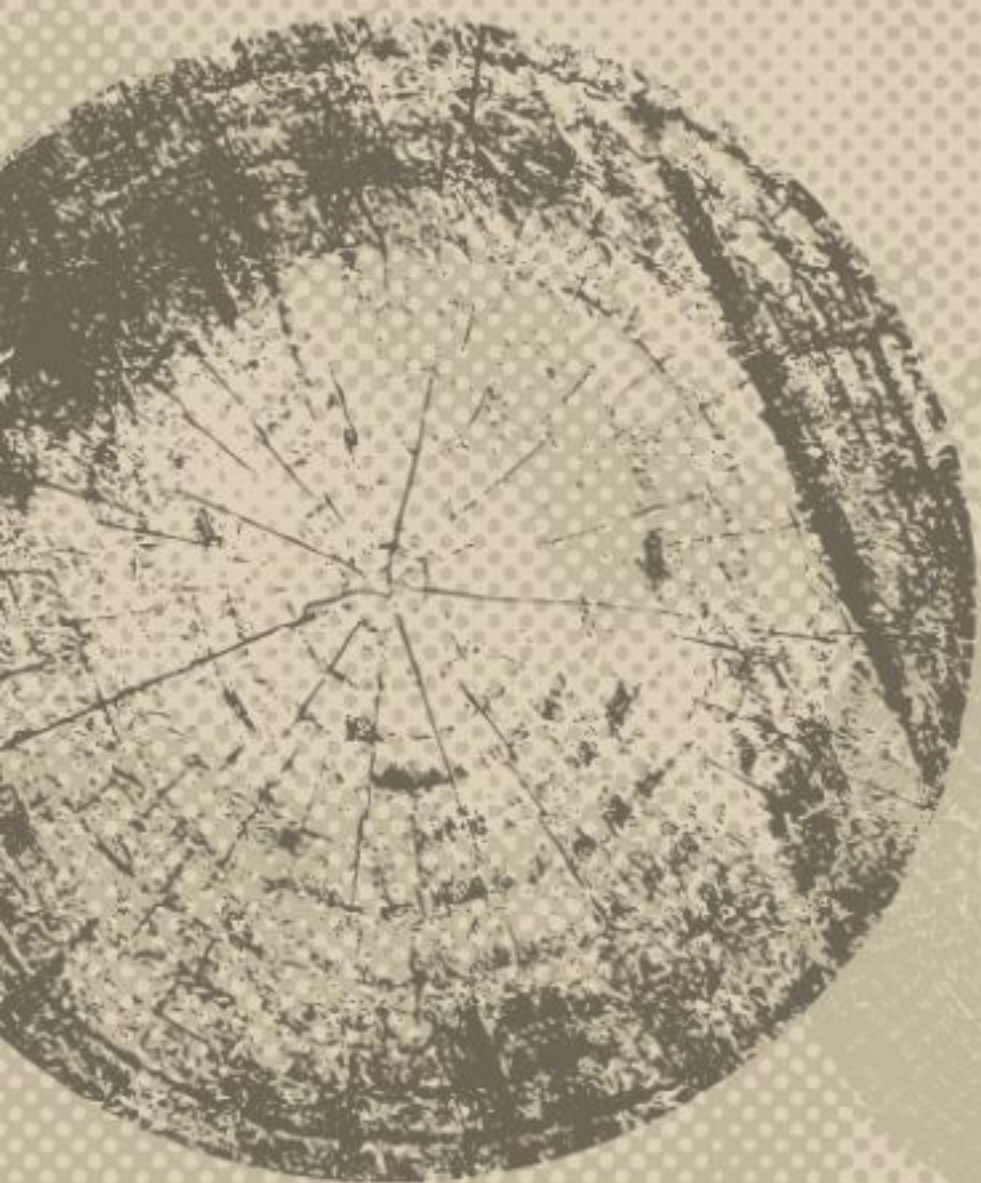


# The Poetry of Time



*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.



## ETCHED TECHNOLOGY

Elevate sophistication with engraved patterns that play with light, offering unique, touchable textures for a bold, artistic impact.

**15** YEARS  
**WARRANTY**



# 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

## Established Innovators

Pioneering the ACP Industry since 2003

## Trusted Material Sources

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

## State-of-the-Art Facilities

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

## Fire-Safe

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

## Customer-Centric Approach

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

# What Sets Us Apart?

## 20+ Years

Manufacturing Excellence

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

**14 Production**  
Lines

**4 Colour** Coating  
Lines

**500+ Shades** with  
Infinite Customisation

**100+ Inhouse**  
Quality Test



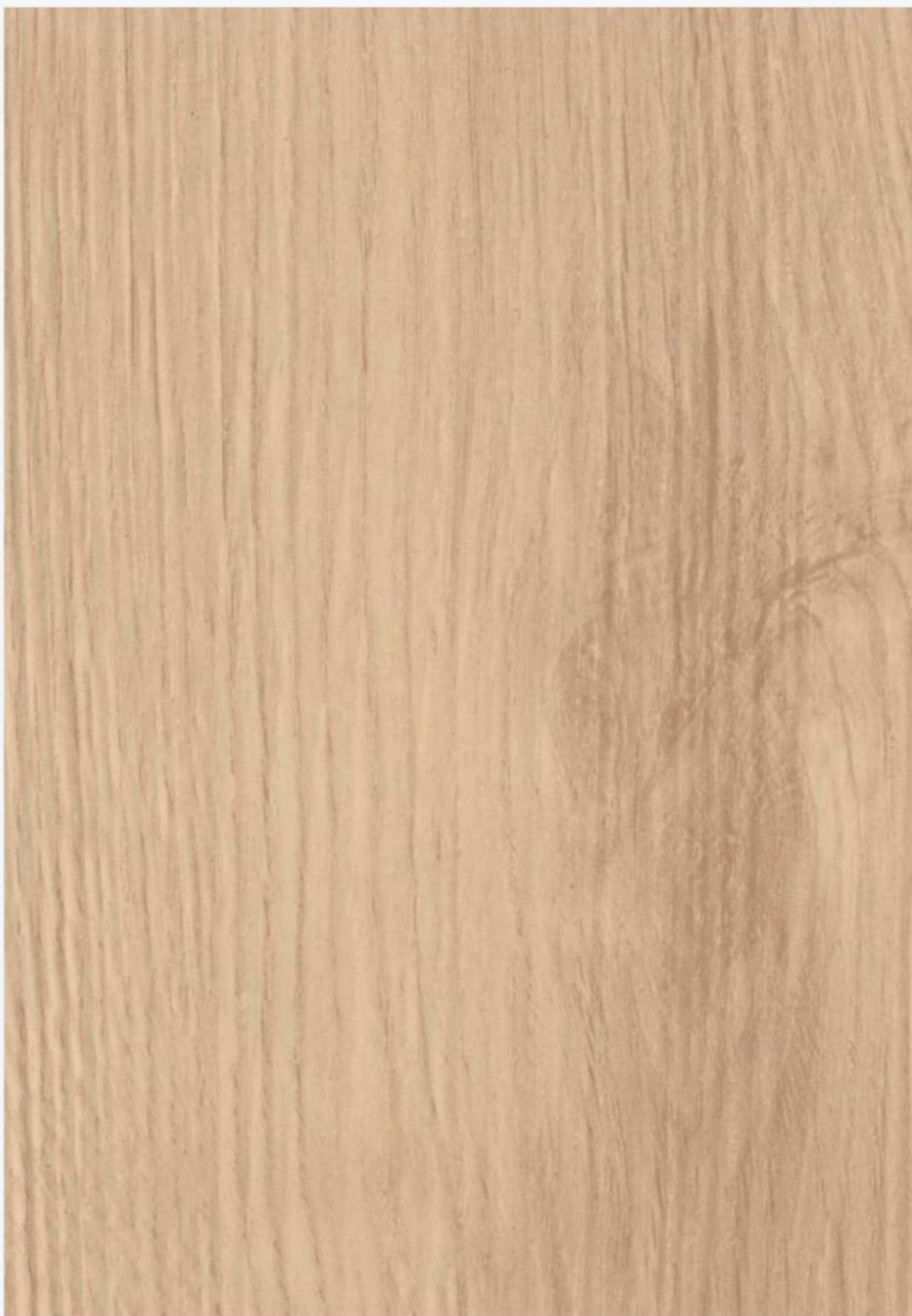
Excerpt from  
**"The Oak"**

*"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.





**De  
Madera**

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**VA 2001**  
WHITE OAK



Excerpt from  
**"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.





  
**De  
Madera**  
—  
**VA 2009**  
SPRING  
WOOD



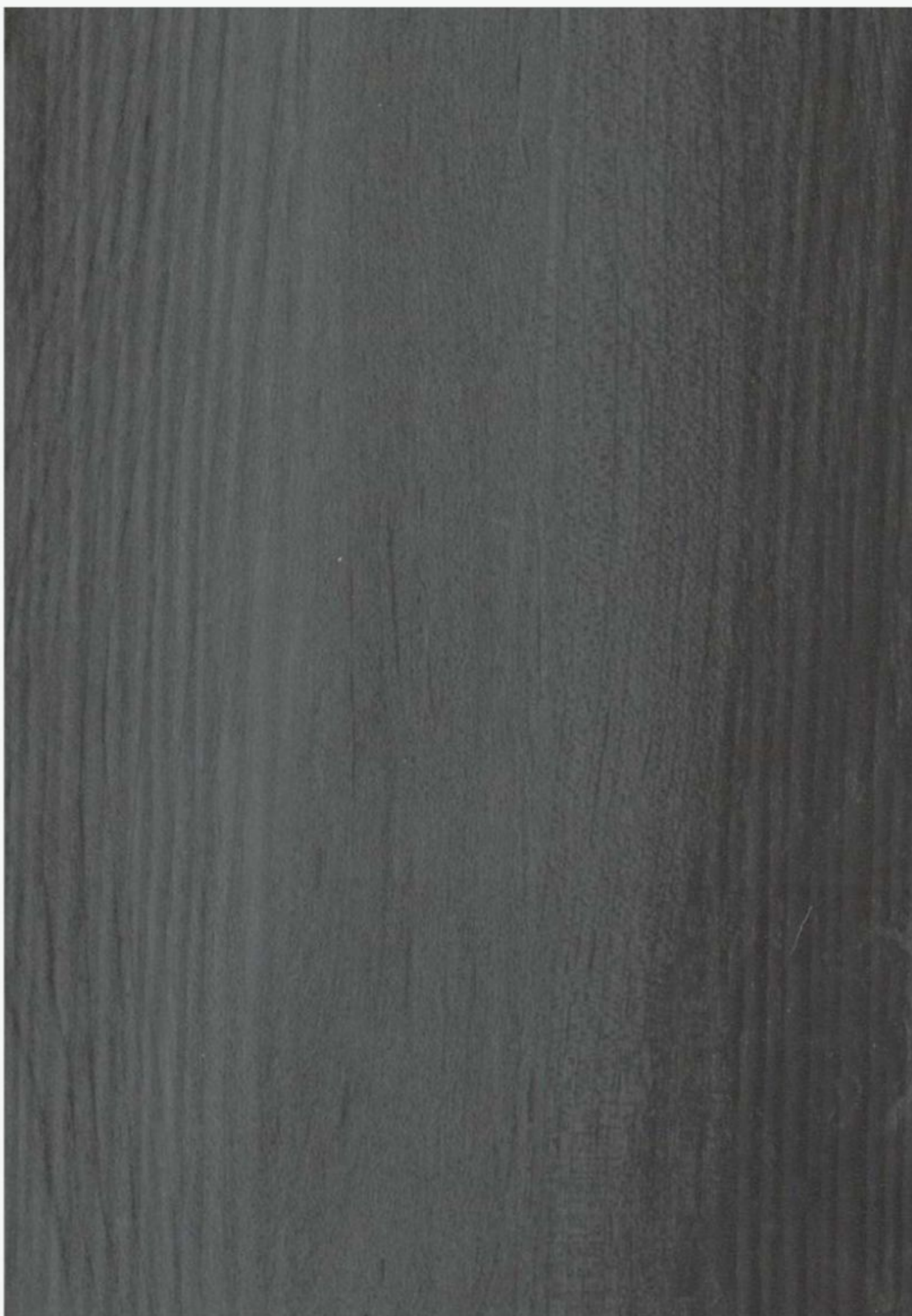
Excerpt from  
**"Charred Wood"**

*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.





De   
Madera  
—  
**VA 2008**  
CHARRED  
WOOD



Excerpt from  
**"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 Jr*

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





  
**De  
Madera**  
—  
**VA 2005**  
NEVADA RED  
OAK



Excerpt from  
**"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.





**De  
Madera**

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**VA 2004**  
CANVAS PINE



Excerpt from  
**"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.





**De  
Madera**

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**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.





De   
Madera  
—  
**VA 2003**  
RAW PINE



Excerpt from  
**"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.





**De  
Madera**

**VA 2006**  
CLASSIC  
CHINTOPINE



Excerpt from  
**"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.





**De  
Madera**

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**VA 2007**  
SAWTOOTH  
OAK



Our Series Tailored for  
**World-Class Architecture**

**Viva**  
**Santa-Fe**  
SERIES

**Viva**  
**SOLID & METALLIC**  
SERIES

**Viva**  
**De Madera**  
SERIES

**Viva**  
**PURE AURA**  
SERIES

**Viva**  
**PHASES**  
COPPER

**Viva**  
**NATURAL STONE**  
SERIES

**Viva**  
**METAL**  
ABSTRACT  
SERIES

**Viva**  
**GLOSSY**  
SERIES

**Viva**  
**AluZinto**

**Viva**  
**BRUSH**  
SERIES

**Viva**  
**MIRROR**  
SERIES

**Viva**  
**GALAXY**  
SERIES

**Viva**  
**PREMIUM MARBLE**  
SERIES

**Viva**  
**FLUTED**  
SERIES

**Viva**  
**LUSTRE**

**Viva**  
**WOODEN**  
SERIES

**Viva**  
**DESERT**  
SERIES

& Many More....



Scan to have a look at  
our De Madera Digital Shades



vivaacp.com



Shield Your Structures with

# Viva Fire Retardant Panels

**FR ACP**  
Class A2, A2+, B

Our ACP is  
Certified by



**Certification:**

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



## A Closer Look: Technical Aspects

A	Panel Dimensions					
	Standard	2440 mm x 1220 mm		3050 mm x 1220 mm		3660 mm x 1220 mm
B	Panel Thickness (LDPE/Mineral/Aluminium Corrugated)					
	Panel	Core	Top Skin	Bottom Skin	Alloy	
	5 Star					
	3.0 mm	2.5 mm	0.25 mm	0.25 mm	3105	
	4.0 mm	3.5 mm	0.25 mm	0.25 mm	3105	
	7 Star (MOQ-1000 Sq.Mt.)					
	4.0 mm	3.0 mm	0.50 mm	0.50 mm	3105	
C	Coating Type					
	Top Skin	Bottom Skin		Paint supplier: Nippon   Spectrum   JSW   Berger Becker   PPG   Akzonobel		
	PVDF / FEVE	PE				
D	Permissible Product Tolerance					
	Size			Thickness		
	Length	Width	Bow	Squareness	Panel	Coil
	± 4.0 mm	± 2.0 mm	Maximum 0.5%	Maximum ± 2.0 mm	± 0.20 mm	± 0.03 mm

\*Shade variance may vary on batch variance

\*For further queries you may contact our customer care manager at 1800 313 3770

\*AA5005 series alloy is available on request

\*Our warranties are limited to products supply only

\*Available in HPL Series - Thickness: 6 mm, MOQ: 150 Mtr

\*Viva warrants that its products are free from manufacturing defects and they are fit and suitable for usual purposes.

\*The product should be inspected prior to installation and our liability will be limited to the cost of the product only.

\*Please note: The colors displayed in this brochure are digital representations and may vary from the actual shades. For accurate color matching, please refer to physical samples.



## A Closer Look: Technical Aspects

Property	Test Method	Units	Polyethylene Core	Mineral Core (Class B)	Mineral Core (Class A2)	Aluminium Corrugated Core (Class A2)
<b>ACP Thickness</b>	Measurement	mm	4.0	4.0	4.0	4.0
<b>Coil Thickness</b>	Measurement	mm	0.5	0.5	0.5	0.5
<b>ACP Weight</b>	Measurement	Kg/m <sup>2</sup>	6.0	7.5	8.5	3.8
<b>Core Density</b>	Measurement	—	1.10	1.6	1.87	2.74
<b>Peel Test</b>	ASTM D 903	N/mm	Min.7	Min.7	Min.7	Min.7
<b>ACP Tensile Strength</b>	ASTM D 638	Mpa	Min.40	Min.40	Min.45	Min.45
<b>ACP Yield Strength</b>	ASTM D 638	Mpa	Min.35	Min.35	Min.40	Min.40
<b>ACP Elongation</b>	ASTM D 638	%	Min.5	Min.5	Min.5	Min.5
<b>Thermal Expansion</b>	ASTM D 696	mm/M/100°C	2.4	2.4	2.4	2.4
<b>Heat Transmission Coefficient (U)</b>	ASTM C 1363	W/m <sup>2</sup> K	5.52	5.53	5.53	5.53
<b>Fire Classifications</b>	EN 13501 - 1	-	—	Class B-s1,d0	Class A2-s1,d0	Class A2-s1,d0
<b>Fire Rating</b>	EN 13501 - 1	—	—	Class B	Class A2	Class A2
<b>Sound Transmission Loss</b>	ASTM E 90	dB	25	25	25	25
<b>Sound Absorption Factor</b>	ISO 354	—	0.05	0.05	0.05	0.05





## VIVA COMPOSITE PANEL PVT. LTD.

### Head Office:

Viva Composite Panel Pvt. Ltd.,  
601, 6<sup>th</sup> 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 | Bengaluru | Ahmedabad | Hyderabad  
| Chennai | Bhubaneshwar | Jaipur | Raipur |  
Lucknow | Udaipur | Surat | Ranchi | Kochi |  
Hubli | Indore | Pune | Nagpur | Nashik |  
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

ASIA'S LARGEST  
**MCP** MANUFACTURER



[vivaacp.com](http://vivaacp.com)



1800 313 3770 (Toll Free)



[info@vivaacp.com](mailto:info@vivaacp.com)







# De Madera



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