

**SMARTBOND**  
**FLEX** TILE ADHESIVE

**FLEXIBLE SOLUTIONS,  
ENDURING BONDS.**

The **First Flexible** tile adhesive

**2025  
PRODUCT  
CATALOGUE**



A premier Filipino construction chemical company, known for pioneering innovation and advocating for the right construction chemical products and methodologies. We are dedicated to advancing the standards of construction in the Philippines, aiming to achieve world-class quality through our cutting-edge solutions.

Our mission is to educate and empower through innovative, cost-efficient, reliable, and sustainable construction chemical technologies with a vision of being the prime advocate for continuous advancements, shaping a future where the Philippines achieves world-class standards. Guided by our core values—Hiya (integrity and pride), Malasakit (concern for people and organization), Tiya (resilience), and Malikhain (innovation and entrepreneurial spirit)—we drive progress in the industry.

With over 22 years of expertise, we have evolved into a leader in construction chemical manufacturing and distribution. Our 3.5-hectare headquarters in Santa Maria, Bulacan, features state-of-the-art infrastructure and a 164.45-kilowatt solar photovoltaic system, reflecting our commitment to sustainability. Our 19,000-square-meter warehouse and production facility ensures efficiency in storage, manufacturing, and distribution, guaranteeing timely delivery to meet customer demands. Backed by ISO 9001:2015 certification, we uphold the highest standards in quality and service.

Magna Prime's commitment to excellence is evident in its accolades. CEO Derrick Tan received the Agora Award for Outstanding Achievement in Entrepreneurship for his visionary leadership and marketing innovations. He was also recognized as a Top Innovator at the 4th Mansmith Innovation Awards 2024 for his contributions to chemical product innovation.

With a strong nationwide presence, we continue expanding our Buildrite Hubs and Sinclair Pro Stores, supported by distributors and Modern Trade partners across North and South Luzon. Our growing network ensures accessibility, excellent service, and continued innovation in the construction industry.



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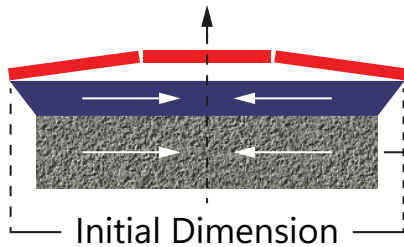
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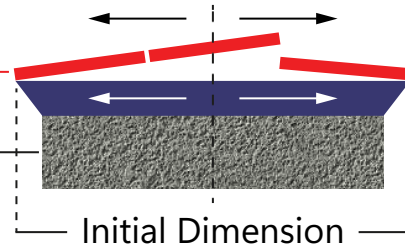
# WHY DO TILES POP OUT?

## RIGID TILE ADHESIVE

SHIRINKAGE OF SUBSTRATE

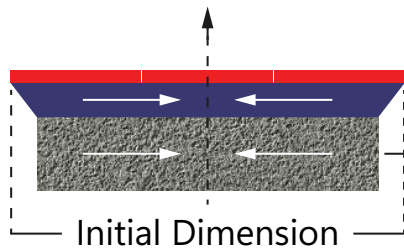


EXPANSION OF TILES

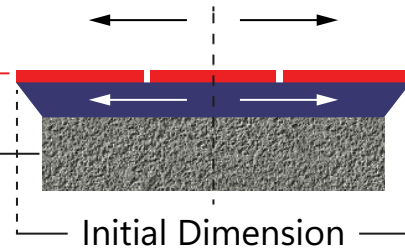


## FLEXIBLE TILE ADHESIVE

SHIRINKAGE OF SUBSTRATE



EXPANSION OF TILES



**SMARTBOND FLEX**

## Tile Adhesive Recommendation Table

SIZE OF TILES		TYPE OF TILES	
SILVER	C1E S1	30cm x 30cm and below	Ceramic & Earthenware Tiles
GOLD	C2E S1	60cm x 60cm and below	Porcelain, Granite, Marble, and Natural Stone
DIAMOND	C2E S2	60cm x 90cm and above	Large Format Tiles and All Type of Tiles
WALL	C2T S1	60cm x 60cm and below	Porcelain, Granite, Marble, and Natural Stone
HYDRO	C2 S2	30cm x 30cm and above	Large Format Tiles and All Type of Tiles Used Underwater
WHITE	C2T S1	60cm x 60cm and below	Ceramic, Mosaic, Granite, and Natural Stone

The Tile Adhesive Classification According to the Philippine National Standard ISO 13007-1:2014 (PH); ANSI A118.1 (USA) and EN 12004:2000 (EU)

C = ADHESION	S = FLEXIBILITY	E = EXTENDED OPEN TIME
C1 = Bonding Strength 0.5 N/mm <sup>2</sup>	S1 = Deformability ≥ of 2.5mm but < 5mm	E = Bonding strength ≥ 0.5 N/mm <sup>2</sup> after not less than 30 mins.
C2 = Bonding Strength 1 N/mm <sup>2</sup>	S2 = Deformability ≥ of 5mm	



# Tile Adhesive with Standard Adhesion for Ceramic and Earthenware 30cm x 30cm & Below Tiles

TS **11**



Substrate **1**

**Smartbond C1** **2**  
Standard Tile Adhesive

Tiles **3**



## SMARTBOND C1

### Tile Adhesive C1

SMARTBOND C1 is a ready to use cement based tile adhesive formulated with lightweight fillers.

**Coverage:** .015CBM Bag with 6.8 – 7.2 liters of water will cover 5 m<sup>2</sup> (3 mm thickness)

**Customer Benefits:**

- Endures Structural Movement
- Prevents Tile Debonding
- European Standard

**Mixing:** Pour 6.8 – 7.2 liters of water into a clean container. Slowly add 0.015cbm of tile adhesive and mix with a slow-speed mechanical mixer until a homogenous and lump-free paste is obtained. Allow the mix to stand for 3 minutes and re-stir before use.

# SMARTBOND

## FLEX TILE ADHESIVE

THE FIRST  
**FLEXIBLE**  
TILE ADHESIVE



LARGE FORMAT TILES

GRANITE AND  
PORCELAIN

CERAMIC AND  
EARTHENWARE  
TILES

FOR VERTICAL  
APPLICATION



# Flexible Tile Adhesive for Ceramic & Earthenware 30cm x 30cm & Below Tiles

TS **12**



Substrate **1**

**Smartbond Flex  
Silver** **2**

C1ES1 Flexible Tile Adhesive

Tiles **3**



## SMARTBOND FLEX SILVER

C1ES1 Flexible Tile Adhesive

SMARTBOND FLEX SILVER has standard adhesion, standard flexibility and extended open time.

**Coverage:** .015CBM Bag with 6.8 – 7.2 liters of water will cover 5 m<sup>2</sup> (3 mm thickness)

**Recommended:**

- 30x30cm & below the size of tiles
- All floor level application
- Indoor and Outdoor
- Ceramic and Earthenware
- Wall and Floor application

**Mixing:** Pour 6.8 – 7.2 liters of water into a clean container. Slowly add 0.015cbm of tile adhesive and mix with a slow-speed mechanical mixer until a homogenous and lump-free paste is obtained. Allow the mix to stand for 3 minutes and re-stir before use.

# Flexible Tile Adhesive for Porcelain, Granite, Marble & Natural Stone 60cm x 60cm & Below Tiles

## 1 Substrate

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## 2 Smartbond Flex Gold C2ES1 Flexible Tile Adhesive

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## 3 Tiles

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## SMARTBOND FLEX GOLD

### C2ES1 Flexible Tile Adhesive

SMARTBOND FLEX GOLD has heavy duty adhesion, extended open time and standard flexibility.

**Coverage:** .015CBM Bag with 6.8 – 7.2 liters of water will cover 5 m<sup>2</sup> (3 mm thickness)

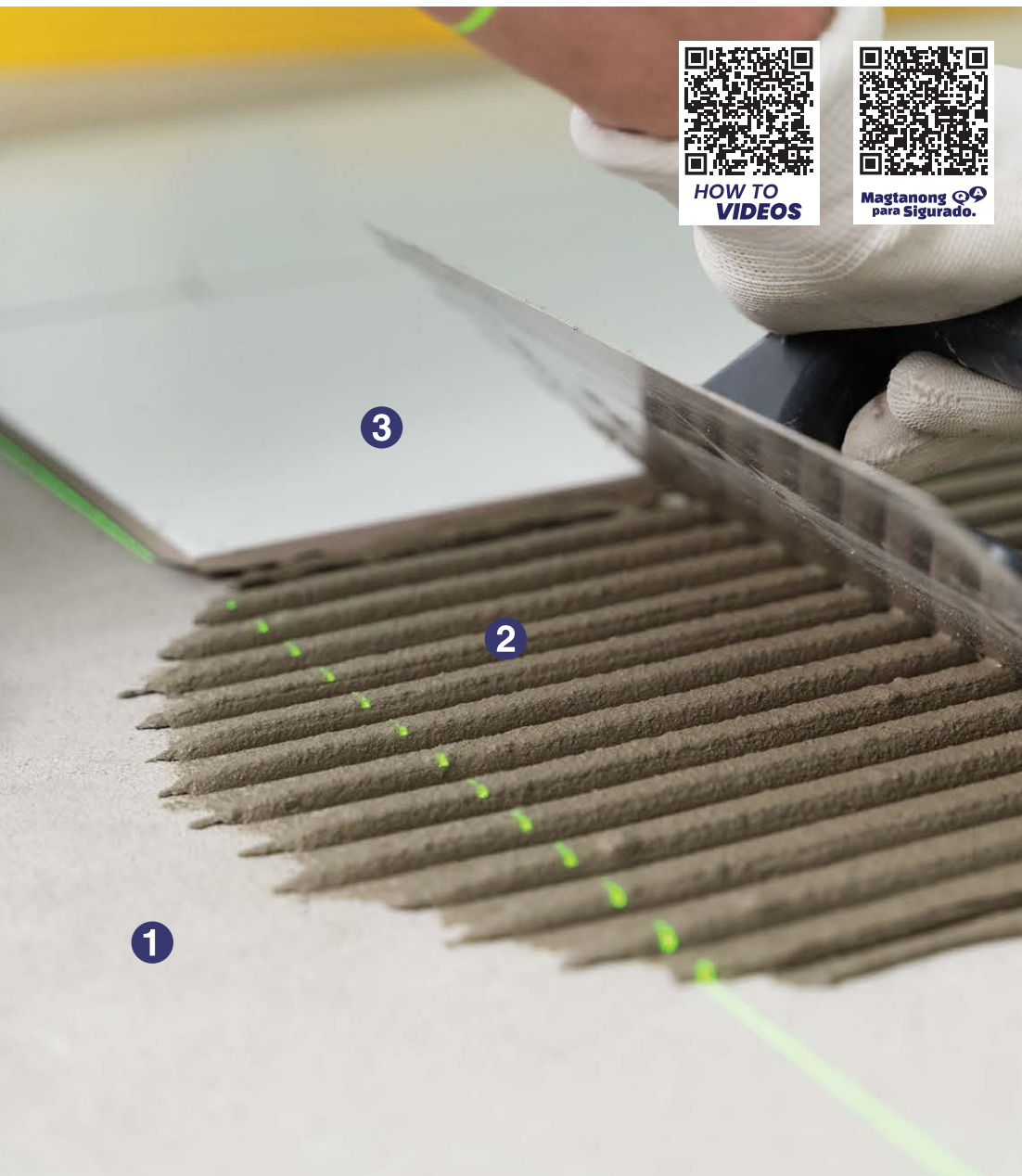
**Recommended:** • For Porcelain, Granite, Marble and Natural Stone • Indoor and Outdoor  
• For floor and wall application

**Mixing:** Pour 6.8 – 7.2 liters of water into a clean container. Slowly add 0.015cbm of tile adhesive and mix with a slow-speed mechanical mixer until a homogenous and lump-free paste is obtained. Allow the mix to stand for 3 minutes and re-stir before use.



# Flexible Tile Adhesive for Large Format Tiles and All type of Tiles

TS **14**



Substrate **1**

**Smartbond Flex  
Diamond** **2**  
C2ES2 Flexible Tile Adhesive

Tiles **3**



## SMARTBOND FLEX DIAMOND

C2ES2 Flexible Tile Adhesive

SMARTBOND FLEX DIAMOND has heavy duty adhesion, extended open time and high flexibility.

**Coverage:** .015CBM BAG with 6.8 – 7.2 liters of water will cover 5 m<sup>2</sup> (3 mm thickness)

**Recommended:**

- Large format tiles and all types of tiles
- Indoor and Outdoor
- For floor and wall application

**Mixing:** Pour 6.8 – 7.2 liters of water into a clean container. Slowly add 0.015cbm of tile adhesive and mix with a slow-speed mechanical mixer until a homogenous and lump-free paste is obtained. Allow the mix to stand for 3 minutes and re-stir before use.

**INSTANT HOLD, BUILD FAST**

# SMARTBOND **FLEX** WALL

**TILE ADHESIVE FOR WALL**





Substrate **1**

**Smartbond Flex Wall** **2**  
Slip Resistant Tile Adhesive

Tiles **3**



## SMARTBOND FLEX WALL

### C2TS1 Slip Resistant Tile Adhesive

SMARTBOND FLEX WALL has heavy duty adhesion, high flexibility, and superior slip resistance for permanent bond.

**Coverage:** .015CBM BAG with 6.8 – 7.2 liters of water will cover 5 m<sup>2</sup> (3 mm thickness)

**Recommended:** • All Types of Tiles and Large Format Tiles • Internal and External

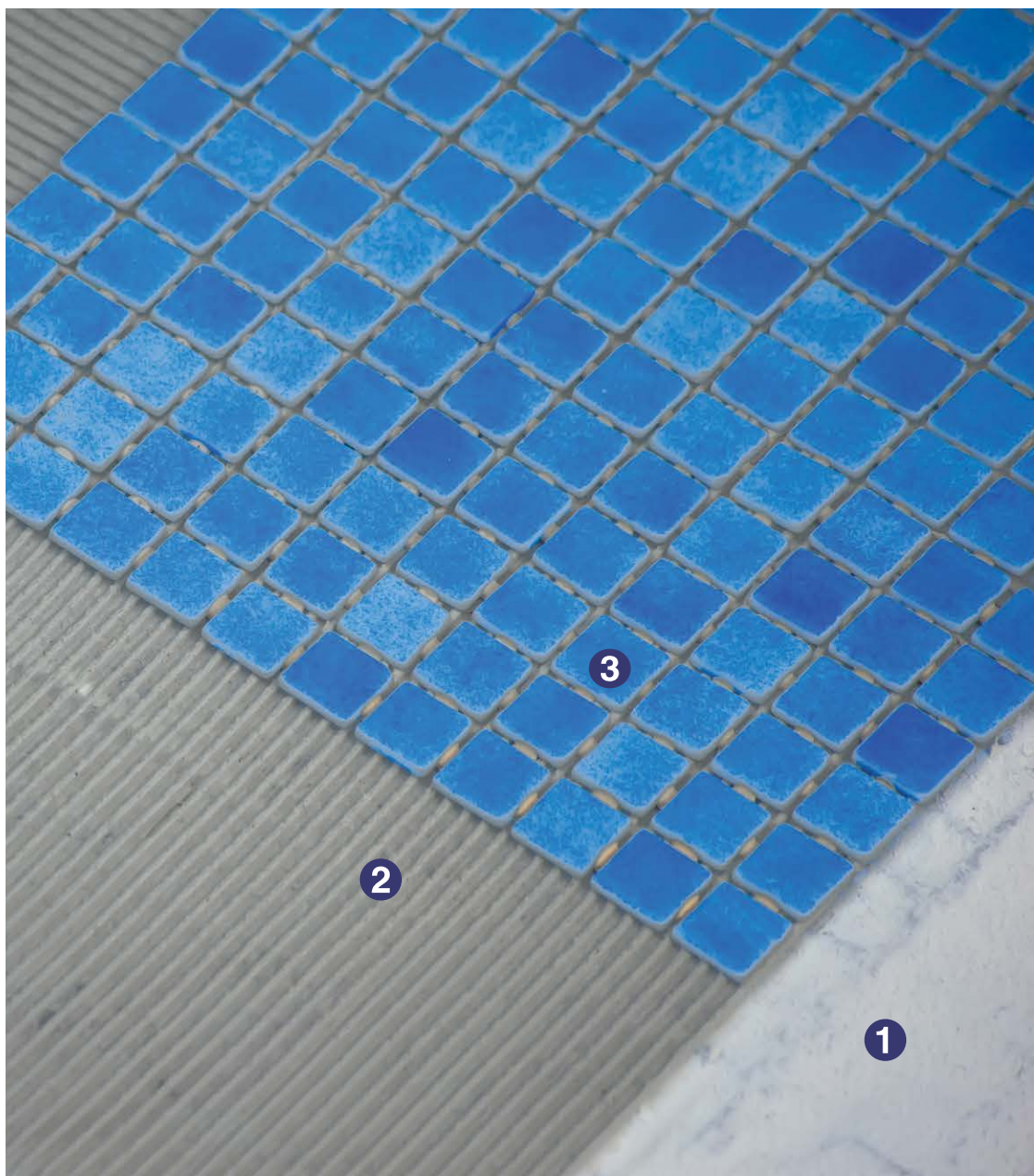
**Mixing:** Pour 6.8 – 7.2 liters of water into a clean container. Slowly add 0.015cbm of tile adhesive and mix with a slow-speed mechanical mixer until a homogenous and lump-free paste is obtained. Allow the mix to stand for 3 minutes and re-stir before use.



1 Substrate

2 **Smartbond Flex Hydro**  
Flexible Tile Adhesive for Underwater C2 S2

3 Tiles



## SMARTBOND FLEX HYDRO

Flexible Tile Adhesive for Underwater C2S2

SMARTBOND FLEX HYDRO is suited for areas with some movement, deflection and continuous water immersion

**Coverage:** .015CBM BAG with 6.8 – 7.2 liters of water will cover 5 m<sup>2</sup> (3 mm thickness)

**Recommended:**

- Internal and External
- Areas with certain expansion/vibration
- Wet and Dry areas
- Swimming pools

**Mixing:** Pour 5.75 – 6.25 liters of water into a clean container. Slowly add 25kg of SMARTBOND FLEX HYDRO and mix with a slow-speed mechanical mixer until a homogenous and lump-free paste is obtained. Allow the mix to stand for 5 minutes and re-stir before use.



Substrate **1**

**Smartbond Flex White** **2**  
Flexible White Tile Adhesive

Mosaic Tiles **3**



## SMARTBOND FLEX WHITE

C2TS1 Slip Resistant Tile Adhesive

SMARTBOND FLEX WHITE has a heavy duty adhesion, high flexibility, and superior slip resistance for permanent bond.

**Coverage:** .015CBM BAG with 6.8 – 7.2 liters of water will cover 5 m<sup>2</sup> (3 mm thickness)

**Recommended:** • All Types of Tiles and Large Format Tiles • Internal and External

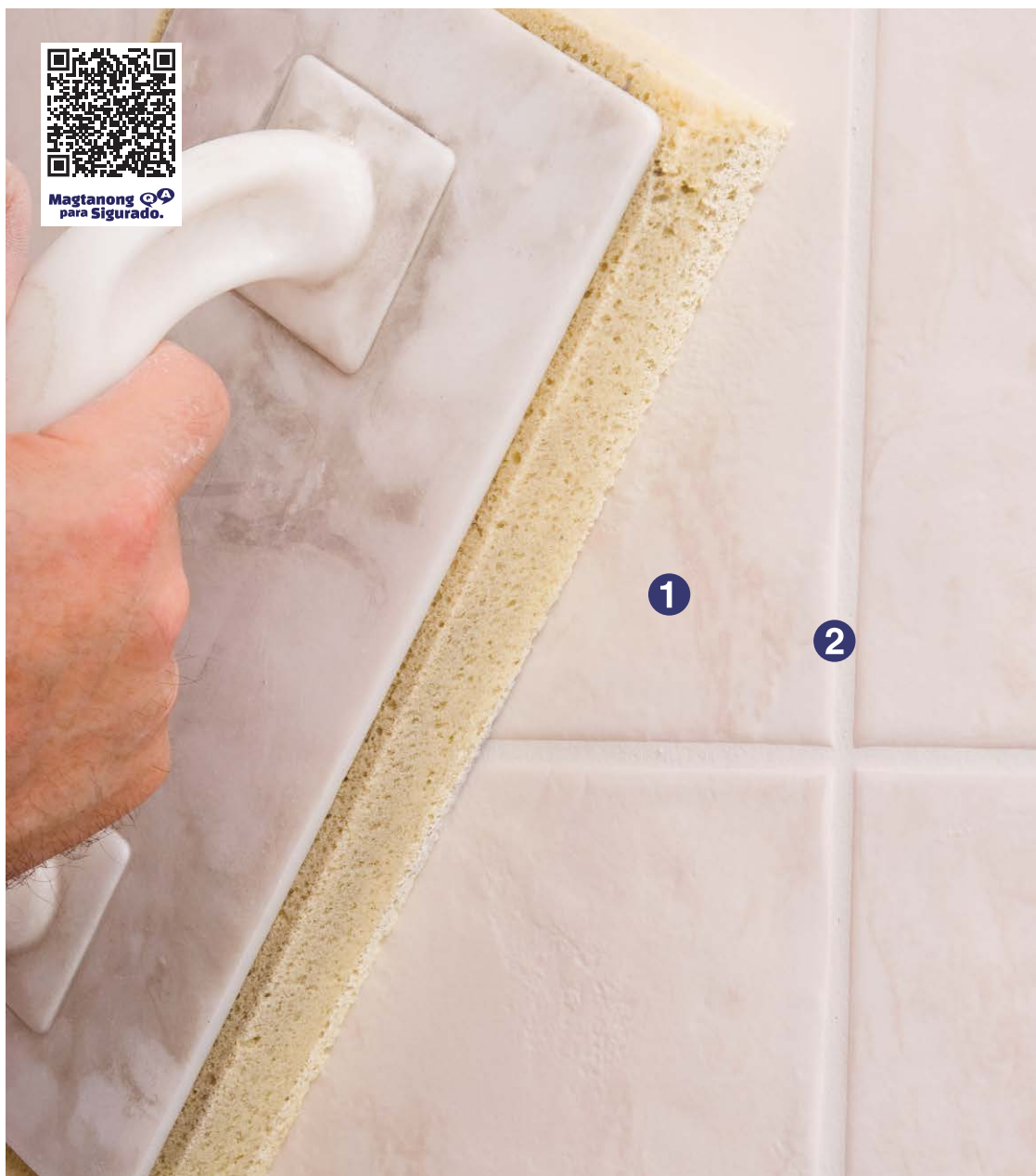
**Mixing:** Pour 6.8 – 7.2 liters of water into a clean container. Slowly add 0.015cbm of tile adhesive and mix with a slow-speed mechanical mixer until a homogenous and lump-free paste is obtained. Allow the mix to stand for 3 minutes and re-stir before use.



## 1 Tiles

2 Tile Seal  
Waterproof Tile Grout

## Available Colors:

**TILE SEAL****Waterproof Tile Grout**

TILE SEAL is a cement based tile joint filler designed for use of most ceramic tiles and natural stones.

**Coverage:** 2kg Bag 8mm @ 3 mm Joint using 30cm x 30cm Tiles

**Customer Benefits:**

- Prevents Water Seepage
- Prevents Mold Build Up
- Prevents Crack During Movement
- Good Adhesion and Prevents Debonding

**Mixing:** For 2 kg TILE SEAL (UNSANDED) add 650ml of water.  
For 5 kg TILE SEAL (SANDED) add 1200ml of water.

1. Combine the TILE SEAL and water in a clean, non-absorptive container while stirring. Mix thoroughly until you achieve a smooth, lump-free, pasty consistency.
2. Allow to rest for 15 minutes and re-stir before use.





Substrate **1**

**Tile Grip** **2**  
Tile Adhesive Additive

Tiles **3**



## TILE GRIP

### Ceramic Tile Adhesive Additive

TILE GRIP is a high quality tile adhesive additive for permanent fixing of ceramic tiles.

**Coverage:** One (1) Bag of Tile Grip will cover an area of about 6 – 9 m<sup>2</sup> at an applied thickness of 2 – 3mm.

**Recommended:** • Non sag properties • Excellent Bond to the Concrete Substrate • Good open time

**Mixing:** Mix thoroughly 1 bag (40 kg) of Type 1P Portland cement with 3 bags of sieved sand (90 kg). Add 250g TILE GRIP and mix thoroughly. This will yield 5.2 bags of tile adhesive @ 25 kgs per bag. Pour 6.0 to 6.25 liters of water into a clean container. Slowly add 25 kg of the combined cement, sand and TILE GRIP and mix with a slow speed mechanical mixer until homogenous and lump free paste is obtained. Allow the mix to stand for 5 minutes and re-stir before use.

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