



the South East Asia Drymix Mortar Association

SEADMA is the international organisation for the drymix mortar industry in South East Asia.

SEADMA members are committed to manufacturing drymix mortars such as tile adhesives, grouts, exterior renders, interior plasters, skim coats, self-levelling flooring screeds and External Insulation and Finishing Systems (EIFS).

SEADMA members are continually developing and improving their products, cutting edge research results are being introduced into new, innovative products at a very fast rate.

SEADMA members use state-of-the-art manufacturing and packaging equipment and employ sophisticated and thorough systems of quality control for finished drymix mortars.

SEADMA members feel a product responsibility ranging from the design and manufacturing of the products over the correct application on the jobsite (by applicators) to the long-time performance of the finished surface.

SEADMA, with the help of its members, provides information to consultants, developers and government authorities of the South East Asia Nations concerning the specification of drymix mortars and their rightful application (Standards, Codes of Practice, Industry Specifications).

SEADMA partners, specifically the raw material suppliers, ensure, that global trends and product developments are quickly introduced to the SEADMA members and thus to the South East Asia markets. This enables the South East Asia Economies to profit immediately from the efficiency improvement and the economical and ecological advantages, sophisticated drymix mortars yield.

More information on <http://www.SEADMA.org>



Detailed Description of the South East Asia Drymix Mortar Association

1. Organisation

The Region of SEADMA is defined as follows: Philippines, Vietnam, Laos, Cambodia, Thailand, Myanmar, Malaysia, Brunei, Singapore and Indonesia. SEADMA is a non-profit organisation, all income from membership contributions and other activities is being used exclusively for the intentions of SEADMA (goals see below).

2. Seat/Legal Form

SEADMA is a registered Singapore Society (Roses Reg Nr. 2089/2006).

3. Membership

Drymix mortar manufacturers, raw material suppliers, distributors of raw materials as well as other interested parties and individuals can become members of SEADMA. They pay an annual membership fee.

Honorary Members are being invited to join SEADMA by the Board, they are not obliged to pay the membership fee.

4. Regional Chapters

SEADMA has decided to establish regional chapters in the Singapore, Indonesia, Thailand and Vietnam.

5. Technical Committee

SEADMA has established the SEADMA Technical Committee on 16 June 2006, its task is to steer and authorize technical projects and recommendations of SEADMA.



6. Tasks and Goals of SEADMA

SEADMA is dedicated to promote an integrative, quality minded approach to drymix (factory made) mortars to South East Asia. This is being accomplished by presenting the potential of the drymix mortar technology to investors, specifiers and government bodies throughout the region. SEADMA assists in establishing standards for drymix mortars throughout the region.

It is SEADMA's primary goal to work towards establishing and maintaining high quality levels for drymix mortars throughout the region. In order to realize this intention, SEADMA is

- * supporting R&D of drymix mortars, additives, and installation
- * pushing for sophisticated production and application equipment

- * installing a system of quality control and certification for drymix mortars
- * educating applicators, specifiers and state bodies on the use of drymix mortars
- * standardizing the various types of drymix mortars
- * making drymix mortar technology known throughout the region

SEADMA coordinates all similar and related activities in the South East Asia Nations. SEADMA brings manufacturers, suppliers, distributors and consultants together with private, state and local specifiers for a joint effort for economical, high-quality, long-lasting and aesthetically pleasing use of drymix mortars.

SEADMA establishes industry specifications and standards for the most important applications and enforces them amongst its members AND other manufacturers in the region. SEADMA lobbies for a legal framework concerning the use of construction materials and product liabilities on a national and regional level.

SEADMA works in permanent exchange with relevant industry associations, research institutes and suppliers throughout the world and thus ensures a state-of-the-art level of knowhow in the region.

SEADMA organizes conferences, informal briefings, educational events. SEADMA publishes the SEADMA Technical Bulletin), documentation on standards and the code of practice, certification procedures, licensing of the SEADMA seal, accumulation of market database (statistics).

All information is freely available to SEADMA members and other market participants via the SEADMA website under <http://www.SEADMA.org>.