ALSHOULA

CERAMIC TILE ADHESIVE

Cement-Based Adhesive for Ceramic Wall and Floor Tiles

Product Description

ALSHOULA CERAMIC TILE ADHESIVE is a cement-based tile adhesive developed for fixing standard ceramic wall and floor tiles on properly prepared cementitious substrates.

Supplied as a ready-to-mix dry powder, the product requires only the addition of clean water. Its formulation provides reliable adhesion, smooth workability and convenient application for routine interior tiling works.

Suitable for interior applications in dry and moderately humid areas. Available in White and Grey.

Features and Benefits

- Reliable adhesion for standard ceramic wall and floor tiles.
- Smooth consistency for easy mixing, spreading and application.
- Convenient open and adjustment times for routine installation work.
- Suitable for interior walls and floors in residential and commercial buildings.
- Economical coverage for general ceramic tile installation.
- Available in White and Grey.

Areas of Application

Suitable Applications

- Standard ceramic wall and floor tiles.
- Interior residential and commercial areas.
- Dry and moderately humid internal areas, including living rooms, bedrooms, kitchens and bathrooms where the substrate and installation conditions are suitable.

Suitable Substrates

- Properly cured concrete.
- Cement-sand screeds.
- Cement-based plaster and rendering.
- Sound and stable cementitious masonry.

Limitations

- Not intended for exterior applications or permanently submerged conditions.
- Not recommended for swimming pools, industrial floors subject to heavy traffic, or areas exposed to continuous water unless specifically approved for the intended system.
- Not suitable for wood, metal, bituminous or gypsum-based substrates without a specifically approved preparation and bonding system.
- Not suitable for substrates affected by rising damp, movement, instability or excessive moisture.
- Not intended for correcting significant substrate irregularities; surfaces must be levelled before tiling where necessary.

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TECHNICAL DATA

Technical Properties

The values below are indicative and must be confirmed by product testing under the applicable standard conditions before publication as guaranteed specifications.

Property	Specification / Value	Test Standard / Notes
Classification	BS 5980:1980 Type C1*	Subject to verification
Form and Base	Cement-based dry powder	-
Colours	White / Grey	-
Mixing Water	4-5 L per 20 kg bag	Confirm final production ratio
Fresh Mortar Density	Approx. 1.5 g/cm³	Indicative
Application Temperature	+5°C to +35°C	Air and substrate
Open Time	Approx. 20 minutes	Confirm by testing
Adjustment Time	Approx. 25-30 minutes	Indicative
Grouting / Light Foot Traffic	Typically after 24 hours	Depending on site conditions
Initial Adhesion Strength	> 0.8 N/mm²	Confirm test method and results
Consumption at 5 mm	Approx. 4 kg/m²	Indicative

*The BS 5980:1980 Type C1 classification must be supported by the relevant test documentation. Do not interpret the stated adhesion value alone as proof of classification.

Classification Note

C1 identifies a standard cementitious adhesive classification under the referenced standard. The applicable minimum performance requirements and test procedures must be checked against the standard edition and the product's laboratory results before the classification is stated on the final TDS.

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APPLICATION GUIDE

Surface Preparation

The substrate must be structurally sound, stable, sufficiently cured and clean. Remove dust, grease, oil, loose particles, laitance, paint residues and any contaminants that may affect adhesion.

- Remove weak or friable surface layers before application.
- Mechanically roughen smooth or power-floated surfaces where necessary.
- Repair significant cracks and surface irregularities using a suitable repair material before tiling.
- Ensure the substrate is not frozen, excessively wet or affected by rising damp.
- Use a suitable primer where required by the substrate condition or the relevant system specification.

Mixing Instructions

- Pour the required quantity of clean water into a clean mixing container.
- Gradually add the dry powder while mixing with a low-speed mechanical mixer.
- Continue mixing until a smooth, homogeneous and lump-free paste is obtained.
- Allow the mixture to stand for approximately 5 minutes.
- Remix briefly before application. Use the prepared adhesive within its workable life. Do not add extra water or re-temper material that has started to set. Do not mix with cement, sand, lime or other unapproved additives.

Application Method

- Spread the adhesive evenly over the prepared substrate using the smooth side of a suitable notched trowel.
- Comb the adhesive with the notched edge to form uniform ridges.
- Apply only as much adhesive as can be covered with tiles within the open time.
- Place the ceramic tiles onto the fresh adhesive and press firmly to achieve good contact.
- Adjust tile alignment within the stated adjustment time.
- Use suitable tile spacers to maintain consistent joint widths.
- Remove excess adhesive from tile joints before it hardens. Periodically lift a tile during installation to check adhesive transfer and coverage. Trowel size should be selected according to tile dimensions, substrate flatness and the profile of the tile backing.

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HANDLING & SUPPLY

Grouting, Curing and Protection

Stage	Recommended Guidance
Foot Traffic	Avoid for at least 24 hours after installation.
Grouting	Typically after 24 hours, once the adhesive has sufficiently set.
Protection	Protect fresh work from rapid drying, direct sunlight, strong drafts and water during initial setting.

Actual setting and curing times depend on temperature, humidity, substrate absorption, tile size and adhesive thickness.

Maintain perimeter and intermediate movement joints through the tiled finish where required by the project design and standard tiling practice.

Clean tools and excess adhesive with water while the material is fresh. Hardened material must be removed mechanically.

Consumption

Approximate consumption: 4 kg/m² at a 5 mm application thickness.

Actual consumption may vary depending on substrate condition, tile dimensions, trowel notch size, tile backing profile and application technique.

Packaging

- 20 kg bags.
- Available in White and Grey.

Storage and Shelf Life

Shelf life is 12 months from the date of manufacture when stored in original, unopened and undamaged packaging.

Store in a dry, covered and well-ventilated place, protected from moisture, rain and direct sunlight. Keep bags elevated on pallets and away from direct contact with floors and walls.

Do not use material showing signs of moisture contamination or hardened lumps.

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SAFETY & SUPPORT

Health and Safety

This product contains cement and may cause irritation due to its alkaline nature when mixed with water.

- Avoid inhalation of dry powder.
- Wear suitable protective gloves, safety goggles and a dust mask during handling and mixing.
- Avoid prolonged skin contact.
- In case of eye contact, rinse immediately with plenty of clean water and seek medical attention.
- In case of skin contact, wash thoroughly with soap and water.
- Keep out of reach of children. Refer to the product Safety Data Sheet (SDS) for complete health and safety information.

Important Working Notes

- Apply only when air and substrate temperatures are between +5°C and +35°C.
- Do not apply onto frozen, unstable, excessively hot or contaminated surfaces.
- Use clean water and mixing equipment.
- Maintain the recommended water ratio; excess water may reduce bond strength and affect application performance.
- Do not use adhesive after it has exceeded its workable life or started to set.
- Follow appropriate tile installation practices and applicable local building requirements.

Manufacturer Information

Item	Details
Manufacturer	ALSHOULA ADHESIVES FACTORY
Product	ALSHOULA CERAMIC TILE ADHESIVE
Packaging	20 kg
Colours	White / Grey
Shelf Life	12 Months
Document	Technical Data Sheet (TDS)
Revision	01
Date	November 2026

Disclaimer

The technical information provided in this document is based on laboratory testing and practical experience. Actual performance may vary depending on substrate conditions, environmental factors and application methods.

The user is responsible for ensuring the suitability of the product for the intended application and for following the recommended installation procedures. The manufacturer reserves the right to update product specifications as part of ongoing product development.