Simon Expands Its Microcement Portfolio to Six Systems for DIY, Commercial Pool and Heavy Duty Applications

Chinese manufacturer offers six application-focused microcement systems and co-leads T/CECS 10192-2022, with EU CE certification for wall/floor microcement.



Shenzhen Simon United Building Materials Co., Ltd

CALIFORNIA, CA, UNITED STATES, September 17, 2026 / EINPresswire.com/ -- SHENZHEN, China — Shenzhen Simon United Building Materials Co., Ltd. (Simon), a 2007 founded manufacturer of microcement and thick layer decorative coating systems, has expanded its microcement offering into six distinct, application oriented product groups. The portfolio covers single component DIY decorative finishes, multi colour granular decorative surfaces, integrated wall floor systems, light commercial flooring, swimming pool dedicated solutions and heavy duty commercial flooring.

Simon notes this full portfolio is built upon performance benchmarks defined in T/CECS 10192 2022 Polymer Microcement, an industry group standard co developed by the enterprise together with Guangdong Product Quality Supervision and Inspection Research Institute The company holds EU CE certificate UNICO20250623XG01 for its core wall and floor microcement plaster products. Per corporate documentation, this certification remains valid until June 2030. CE assessment work is still in progress for remaining product lines and shall not be interpreted as fully completed certification for those ranges

Key facts

• Founded in 2007, operating a 4,000 square metre manufacturing facility in Heshan, Jiangmen.

• Approximately 42□% of total production is exported to markets across the Middle East, Southeast Asia, Australia, West Africa and Russia.
• Six dedicated microcement product families are engineered for specific installation scenarios, rather than relying on one size fits all generic formulations.
• The complete range delivers 120 base colour options plus more than 1,000 custom colour formulas, supporting either factory pre tinting or on site tinting according to each system's specifications.
• The company owns over 30 patents, registers annual output of roughly 5,500 tonnes, and has completed close to 1,000 overseas construction projects.

Standard development and category definitions
Simon launched China's very first integrated wall and floor microcement system back in 2014. At that stage in the local market, microcement was largely marketed only as a decorative coating, without widely accepted performance grading or clear technical boundaries separating wall use, floor use and continuous immersion pool applications□

Released and enforced in November□2022, T/CECS□10192 2022 establishes formal technical requirements for compressive strength, flexural strength, abrasion resistance, impact resistance and water resistance performance. It defines Type□I microcement for wall only deployment and Type□II microcement for integrated wall and floor service conditions. Simon identifies this specification as the world's first dedicated microcement standard, which has earned an Advanced Standard accreditation issued by China Association for Engineering Construction Standardization□

This standard equips designers, distributors and purchasers with unified testing metrics to evaluate competing microcement solutions. Within Europe, EN□13813:2002 functions as a reference norm for screed materials; nevertheless it does not define complete multi layer microcement assemblies, nor does it address wall, swimming pool and heavy duty commercial use cases covered within Simon's portfolio.

Six systems for six installation conditions

Single component resin microcement□Resin Microcement□

This factory prepared single component Resin Microcement solution targets DIY projects and fast track renovation work. The complete kit includes penetrating primer, resin microcement base material and single component protective topcoat. It delivers 20□MPa compressive strength with a 48 hour full curing cycle — considerably faster than the seven to 21 day curing cycles typical for conventional cement based microcement. It supports both factory and on site tinting and is suitable for interior / exterior walls, ceilings and dry zone bathroom spaces. The product line has been available on China's domestic market for five years and is now being rolled out for international DIY focused markets.

Multi colour sand infused resin microcement Babysbreath Resin Microcement

Marketed under Babysbreath Resin Microcement, this system blends resin microcement base with natural coloured aggregate sand to create granular multi colour decorative surfaces. Specifiers can select sand varieties and aggregate loading levels at the point of order placement. It comes in 16 base colour variants and is exclusively factory tinted. The material provides good crack resistance, UV stability, mould resistant performance, moisture resistance, water resistance, stain resistance and scratch resistance, holding Class A non combustible fire classification. It is primarily intended for interior and exterior walls, ceilings and dry bathroom zones, with a dedicated floor grade variant also available.

Two component cement based integrated wall floor microcement Microcement

Simon’s two component cement based wall floor integrated Microcement system is supplied as matched powder and liquid kits, applied to a total finished thickness of approximately 1.0 1.5 mm. Testing data records 28 day compressive strength exceeding 13.0 MPa for its Type I wall grade variant, minimum 1.0 MPa adhesive bond strength, surface hardness above 2H and A1 fire classification, alongside four to eight hour surface dry time. Its Type II floor and bathroom grade achieves above 30.0 MPa compressive strength at 28 days and shows zero deterioration following 72 hours continuous water immersion. On site colour adjustment is realised via the SIMONMIX alkali resistant tinting paste system.

Light commercial floor microcement series Microcement Art Stone

The Microcement Art Stone light commercial flooring microcement range is purpose built for light duty commercial floors and floor refurbishment works. One variant uses medium sized aggregate to deliver prominent sandy surface texture; a second variant uses fine aggregate for a smoother finished aesthetic. The systems achieve 45 MPa compressive strength with surface hardness rated 5H 6H and require seven day full curing. Installed thickness sits between 1.5 2.0 mm. When substrate preparation meets specification, they may be laid directly over existing ceramic tile or mosaic substrates without visible joint lines. Both factory tinting and on site tinting options are supported. For all floor applications, Simon’s proprietary two component polyurethane protective finish must be applied.

Three component pool grade microcement HardRock Cement

Marketed as HardRock Cement, this three part cement epoxy composite microcement is engineered for swimming pool structures and other permanently submerged environments.

System kits combine cement based powder together with two separate epoxy liquid components. Internal lab results show minimum 30.4 MPa 24 hour compressive strength, rising to minimum 40.5 MPa after seven day curing; 24 hour flexural strength reaches 10.2 MPa. Measured abrasion loss registers at 0.011 g and dry friction coefficient at 0.77. When subjected to 168 hour immersion testing in chlorinated water (0.3 0.5 mg/L chlorine dosage), samples exhibited no blistering, peeling, cracking or colour shift. Applied finished thickness is 2 3 mm. Simon recommends allowing a full 14 day curing period before filling pools with water; application of the brand specified submerged service protective topcoat is mandatory for underwater installations

Heavy duty commercial grade micro flooring MicroRock

This MicroRock heavy duty microcement system serves factories and high load commercial floor environments. Standard formulation delivers minimum 50 MPa compressive strength, while the reinforced heavy duty version achieves measured 65 MPa compressive strength and 12 MPa flexural strength. Additional documented parameters include minimum Mohs hardness 6 (Mohs 7 advised for extreme wear zones), R11 or higher wet anti slip classification, water absorption below 0.2 %, and easy stain removal within ten minute cleaning cycles. Operating temperature window spans 40 °C up to 130 °C; thermal conductivity value 0.8 W/(m·K) makes it fully compatible with under floor heating infrastructure. Fire safety performance has been evaluated per ASTM E84 24, with findings documented within SGS report SDFTS25005822R01_EN

Certification scope and performance alignment

EU CE certificate UNICO20250623XG01 complies with EU Construction Products Regulation (EU) No 305/2011 and standard NF EN 998 1:2016. Presently its scope covers only the core wall floor microcement plaster product line. CE conformity evaluation activities remain ongoing for all five other system families.

For benchmarking purposes against European screed classification EN 13813, Simon maps material performance levels as follows: wall grade two component cement microcement (>13 MPa) corresponds to CT C12; single component resin microcement (20 MPa) maps to CT C20; floor grade two component cement microcement (>30 MPa) aligns with CT C30; Microcement Art Stone light commercial flooring (45 MPa) matches CT C40; standard MicroRock heavy duty commercial micro flooring (>50 MPa) corresponds to CT C50. The reinforced heavy duty variant reaching 65 MPa surpasses the CT C50 compressive strength threshold. All such EN class comparisons are internal reference mappings only and do not expand the formal legal scope of the existing CE certificate.

According to Simon documentation, the complete microcement portfolio also holds EU

indoor air A+ rating plus China Green Building Material certification. Formulations are described as formaldehyde free, low /near zero VOC, built from mineral powder feedstocks and water borne resin chemistry.

Colour support, renovation capability and custom development

Simon supplies compound colour pastes and matching colour formulas to its distribution partners. Most systems accept either factory pre tinting or on site tinting. The two component cement based wall floor product relies on SIMONMIX alkali resistant tint paste mixed on location. MicroRock heavy duty commercial micro flooring uses dedicated colour bottles for field side blending. The Babysbreath Resin Microcement receives its colour and aggregate finish exclusively at the factory.

Where existing tile or marble substrates are structurally sound and build up requirements are satisfied, these microcement systems can be applied over old hard finishes, cutting out extensive demolition and construction waste during renovation projects. Simon furthermore delivers full OEM / ODM customisation for colours, surface textures and product packaging and is able to develop bespoke new products responding to particular customer requirements.

Real world field references & manufacturing profile

Simon references a long term operational case study: a textile manufacturing plant in Egypt utilising its MicroRock heavy duty commercial grade micro flooring. That floor has remained in continuous service across ten years under forklift traffic, mechanical point loading, oil contamination and routine wet cleaning. After five years in service, measured surface wear remained below 0.1 mm.

Production is hosted at the 4,000 m² Heshan (Jiangmen) factory site. Annual production capacity is approximately 5,500 tonnes. The company employs roughly 35 staff including five dedicated R&D specialists. It holds upwards of 30 patents; domestically it has delivered more than 5,000 projects, alongside close to 200+ international projects covering exterior building facades, landscape features, hotels, museums, office premises and high end residential interiors.

Microcement market context

Market research cited by Simon values the global microcement market at about USD 1.8 billion for calendar year 2025, projected to hit USD 3.6 billion by 2034, representing an 8.1 % compound annual growth rate (source: Dataintelo). Another analyst source identifies Asia Pacific as the fastest expanding geographic region, accounting for 38.5 % of global revenue. Discrepancies between different analyst datasets (including a 2025 market size estimate of

USD 1.2 billion from Market Intelo) stem from differing definitions of which material categories fall inside the “microcement” market scope.

When specifying commercial refurbishment projects, aesthetic appearance is often secondary to verifiable technical attributes: abrasion resistance, slip resistance, water behaviour, clean ability and curing timelines. Simon’s six system product architecture empowers specifiers and distributors to select a precisely formulated microcement plus matching protective topcoat for given site conditions — rather than forcing a universal microcement formula across every different application scenario.

About Shenzhen Simon United Building Materials

Shenzhen Simon United Building Materials Co., Ltd. researches, develops and manufactures microcement and thick layer decorative coating systems. Established in 2007, it serves domestic and global distributors and construction projects with specialised material solutions for walls, floors, swimming pool structures, commercial premises and industrial facilities. Customised colour, texture, packaging and product development support is available for OEM and ODM partners.

Editorial note: Product performance metrics, certification boundaries, production output, export volumes and project count figures within this press release have been furnished by Simon. Corporate assertions referencing “world first” or market leading status have not received independent third party verification for this news release.

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