

# KILLICK GUARD

SPECIALITY  
PRODUCTS  
LTD

CONCEPT  
NOTE



KILLICK  
GUARD

# TOP PRODUCTS

WATER REPELLENT FOR POROUS MATERIALS

WET FINISH WATER REPELLENT

WATER REPELLENT FOR MARBLE & GRANITE

WATER REPELLENT FOR HEAVY DUTY CEMENT

ECO-FRIENDLY CLEANER FOR FLOORS



# USP

R&D / CLEAN / RESILIENCE

MAINTAIN

BEAUTIFY

ALL SORTS OF BUILDING MATERIALS.



“ONE WHO DOES ALL WORK AS AN OFFERING TO THE LORD, ABANDONING ATTACHMENT TO THE RESULTS, IS AS UNTOUCHED BY SIN AS A LOTUS LEAF IS UNTOUCHED BY WATER.”

BHAGAVAD GITA QUOTES





ANYBODY WHO HAS EVER OBSERVED A LOTUS  
FLOWER EMERGING FROM A MURKY POND  
CANNOT FAIL TO SEE THE BEAUTY OF THIS  
EXQUISITE PLANT

THE FLOWER ALWAYS LOOKS SO CLEAN  
AND PURE AGAINST THE BACKGROUND  
OF THE DIRTY POND.



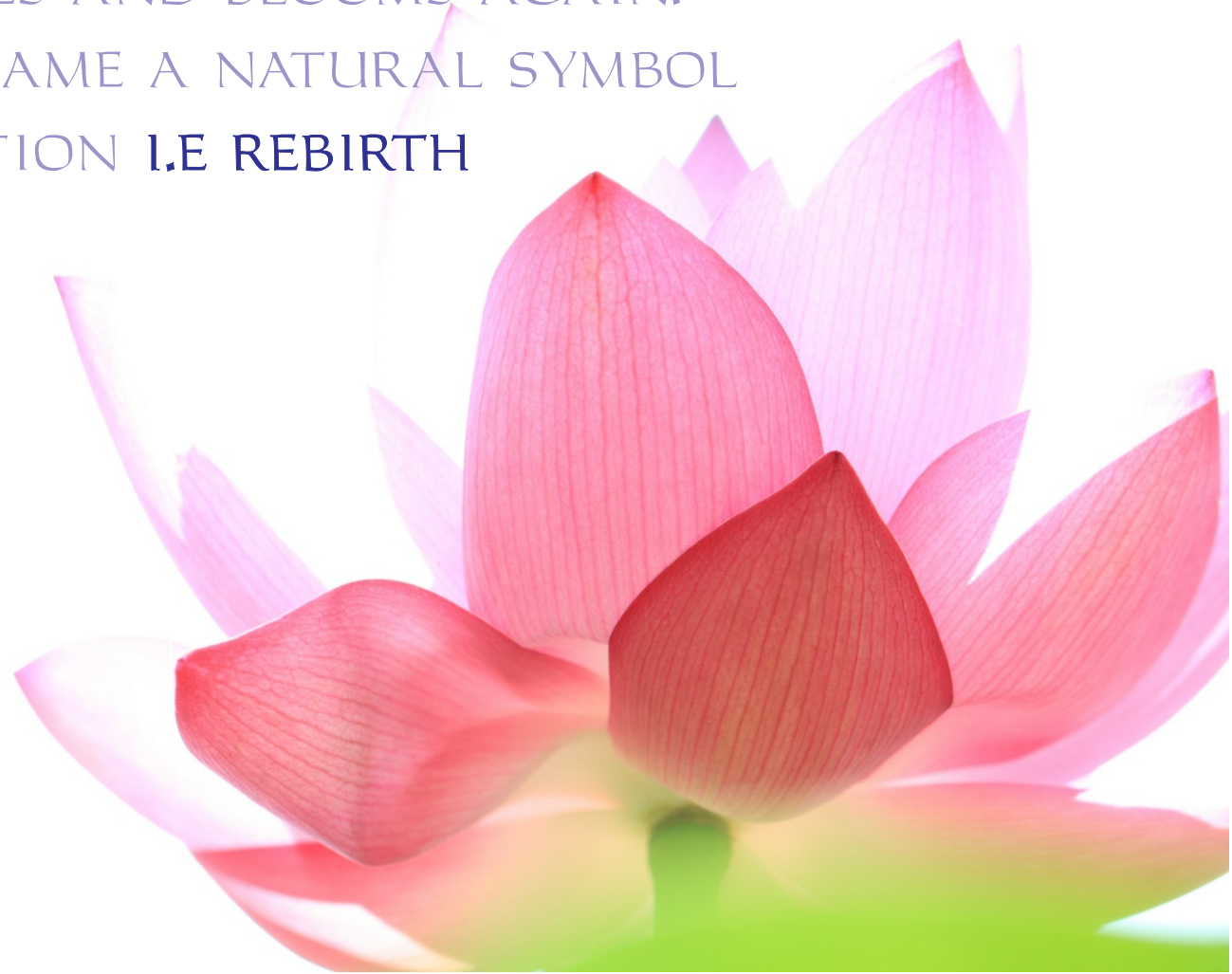
IN BUDDHISM THE LOTUS IS KNOWN TO BE ASSOCIATED WITH PURITY, SPIRITUAL AWAKENING AND FAITHFULNESS. THE FLOWER IS CONSIDERED PURE AS IT IS ABLE TO EMERGE FROM MURKY WATERS IN THE MORNING AND BE PERFECTLY CLEAN.



IN HINDUISM IT IS REPRESENTATIVE OF  
SOMEBODY WHO CARRIES OUT THEIR TASKS  
WITH LITTLE CONCERN FOR ANY REWARD AND  
WITH **DETACHMENT**



IN EGYPTIAN CULTURE, THE LOTUS CLOSES AT NIGHT AND SINKS UNDERWATER. IN THE MORNING IT RE-EMERGES AND BLOOMS AGAIN. THUS THE FLOWER BECAME A NATURAL SYMBOL OF THE SUN AND CREATION I.E REBIRTH





THUS,

LOTUS HAS A MENTION IN ALL THE  
GREAT PHILOSOPHIES OF THE WATER  
BECAUSE OF ITS DISTINCT CHARACTER

EGYPTIAN - REBIRTH

HINDUISM - DETACHMENT

BUDDISM- PURITY, BEAUTY



## USP

THERE IS A DISTINCT CONNECTION BETWEEN THE USP  
OF KILLICK GUARD AND THE LOTUS AS SHOWN BELOW

R & D (RESILIENCE)	BUDDHISM- PURITY, BEAUTY
MAINTAIN	EGYPTIAN - REBIRTH
BEAUTIFY	HINDUISM - DETACHMENT



## SYMBOL SELECTION

SINCE THE PHILOSOPHY OF THE COMPANY RESONATES WITH  
THE ESSENCE OF LOTUS, IT IS CHOSEN AS THE SYMBOL  
FOR THE COMPANY



# KILLICK GUARD



BEAUTIFY



CLEAN



MAINTAIN



PROTECT



COMBINING  
ALL ELEMENTS  
WITH BALANCED  
COMPOSITION





# KILLICK GUARD



BEAUTIFY



CLEAN



MAINTAIN



PROTECT



COMBINING  
ALL ELEMENTS



# KILLICK GUARD



BEAUTIFY



CLEAN



MAINTAIN



LEAF BELOW  
PROTECTING



COMBINING  
ALL ELEMENTS  
WITH BALANCED  
COMPOSITION



BLACK &  
WHITE



1



2



3



4







Purple combines the calm stability of blue and the fierce energy of red.

Green, the color of life, renewal, nature, and energy, is associated with meanings of growth, harmony, freshness, safety, and environment.