

# Idea Group's I-Roof Wins 'Best Innovative Brand Of The Year'



The brand 'i-Roof' introduced by the Idea Group was named 'Best Innovative Brand of the Year' at SLIM Brand Excellence-2018. The award ceremony was graced by many guests including Lalith de Mel, the first Sri Lankan who became a Director of one of the Top 100 companies in Britain.

Idea Group uses the latest technology in the world as well as the best raw materials to produce the i-Roof product range. i-Roof has won the hearts of early adopters in the country who always think fresh with regards to roofing solutions. i-Roof has three types of products; i-Roof-XTRA, i-Roof-SUPER and i-Roof-VEERA.

i-Roof-XTRA comes with a matt finish while i-Roof-SUPER comes with a gloss finish. i-Roof-VEERA has the ideal outlook, well-suited for factories. i-Roof with the payoff-line, 'Roof with best benefits' is the only ASA polymer roofing tile produced in Sri Lanka endorsed by the ISO 9001:2015 international standard certification.

According to the estimations of building constructors on fixing the roof, i-Roof contributes to the lowest cost per square foot that includes fixing the frame, using

heat resisters and fixing thatching sheets. The cost of using regular shape aluminum sheets and tile shaped aluminum sheets for roofing requirements is much higher.

### **Idea Group Uses The Latest Technology As Well As The Best Raw Materials To Produce The I-Roof Product Range.**

Idea Group introduces products to the marketplace that are entirely manufactured in Sri Lanka. Consumers with any economic background could also benefit from its Green-oriented roofing products.

Idea Group having over 400 SIVILIMA and SIYANA showrooms throughout the island, is the only Sri Lankan company that has the largest network of branches to cater to people of diverse social status and backgrounds.

In 2013, Idea Group expanded its business periphery to unveil 'SIVILIMA' network of showrooms. Within a short period of five years, SIVILIMA became a top-of-the-mind brand and a household name.

Being a socially responsible business organisation, SIVILIMA offers an array of green-oriented products to domestic and commercial markets in the country. The technical plans of SIVILIMA product range owning 42 Patent licenses are significant. Inferior quality products in the marketplace have contributed immensely towards destroying the greenery and rain forests in the country. SIVILIMA, by introducing green-oriented products of high quality is contributing towards sustaining the greenery of the country.

Idea Group offers a total solution for roofs and interiors of houses and other buildings and is a diversified entity. It also operates in the spheres of hospitality trade, construction and information technology.