



Fevicol

Fevicol is an Indian brand of adhesives owned by the company Pidilite Industries.^[3]

History

First introduced in India in 1959, Fevicol was launched as a user-friendly alternative to traditional collagen and fat-based adhesives, known locally as "saresh," which required melting before application. The brand initially focused on providing adhesives for industrial applications and has since expanded its presence to 54 countries, with a significant market footprint in India.

Product descriptions

Fevicol is marketed as a white adhesive, described in company literature as a poly-synthetic resin. It is manufactured through the synthesis of formaldehyde and urea.^[4]

The product line includes various formulations designed for specific attributes such as bonding strength, impact resistance, curing time, sag resistance, shrinkage, versatility, fire resistance, shock and vibration resistance, and non-staining properties.^[5]

Variants like "Fevicol SH" are synthetic resin adhesives primarily used in wood working and applications where at least one surface is porous. It is commonly used for bonding wood, plywood, laminates, veneers, MDF, cork,^[6] and in the manufacturing of sporting goods and bookbinding. SH typically achieves handling strength within 8 to 10 hours, with full curing in 24 hours.

Fevicol



Logo of the adhesive brand Fevicol

Product type	Adhesive, glue, sealant
Owner	<u>Pidilite Industries</u>
Produced by	<u>Pidilite Industries</u>
Country	<u>India</u>
Introduced	1959
Related brands	FeviKwik, Dr. Fixit
Markets	India, US, Brazil, Thailand, Egypt, Bangladesh, Dubai ^[1]
Registered as a trademark in	List <u>Bahrain</u> <u>Cambodia</u> <u>Egypt</u> <u>Indonesia</u> <u>India</u> <u>Malaysia</u> <u>Philippines</u> <u>Singapore</u> <u>Thailand</u> <u>Tunisia</u> <u>United States</u> <u>Vietnam</u> ^[2]
Website	<u>fevicol.in</u> (<u>http://fevicol.in</u>)

Fevicol Design Ideas, initiated in 1991 as the Fevicol Furniture Book, serves as a platform to showcase furniture design concepts. The series comprises 31 volumes and has expanded to an online resource where users can access design ideas and connect with contractors and interior designers.^[7]

In popular culture

In India, Fevicol has become synonymous with strong bonding or stubborn adhesion, often referenced in Bollywood movies, cultural jokes, and everyday conversations.^[8] It is widely recognized as a generic term for white glue among consumers in India.^[9]

Prominent catchphrases from Fevicol TV advertisements include "Dum Laga Kar haisya, zor laga kar haisya" and "Fevicol ka mazboot jodh hai, tootega nahi".^[10]

References

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9. "Pidilite launches Fevicol SH Xtra in Hyderabad" (<https://web.archive.org/web/20150215113636/http://www.indtoday.com/pidilite-launches-fevicol-sh-xtra-in-hyderabad-indtoday-com/>). *indtoday.com*. January 27, 2015. Archived from the original (<http://www.indtoday.com/pidilite-launches-fevicol-sh-xtra-in-hyderabad-indtoday-com/>) on February 15, 2015. Retrieved October 4, 2018.
10. Shukla, Tanvi (11 June 2008). "It's the pitch that keeps Fevicol's stickiness alive" (<https://web.archive.org/web/20141010120231/http://www.sify.com/finance/fullstory.php?id=14692172>).

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External links

- [Official website \(<http://fevicol.in/>\)](http://fevicol.in/) 
 - [Fevicol Design Ideas \(<http://www.fevicoldesignideas.com>\)](http://www.fevicoldesignideas.com)
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