

ALUCORE® Aluminium Honeycomb Panels Bring Architectural Precision to Max Towers, Noida

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In the heart of Delhi NCR, Max Towers stands as a gleaming testament to design intent, material innovation and architectural excellence. Rising 21 storeys high in Sector 16B, this LEED Platinum-rated commercial high-rise has emerged as a new landmark on Noida's skyline and a prime example of how engineering precision can meet aesthetic ambition. Central to its distinct identity is the use of ALUCORE®

aluminium honeycomb panels by ALUCOBOND®, which played a pivotal role in delivering the seamless, high-performance facade envisioned by the project team.

Developed by Max Estates, the real estate arm of the \$4 billion Max Group, Max Towers is a flagship development offering 600,000 square feet of Grade A office space. Designed by the internationally renowned architecture practice Gensler, the tower benefits from a strategic location—just 400 metres from the Sector-16 metro station and 27 kilometres from the airport—making it one of the most accessible premium commercial addresses in the region.

For a project of this scale and stature, facade performance and aesthetics were non-negotiable. The design team initially considered a variety of metal cladding solutions, including solid aluminium sheets. However, the sheer scale of the facade, combined with the requirement for an immaculately flat and seamless exterior, led to a deeper evaluation of advanced material technologies.

The solution came in the form of ALUCORE®, ALUCOBOND®'s flagship aluminium honeycomb panel. Engineered with a lightweight yet robust honeycomb core, ALUCORE® delivers superior rigidity, excellent dimensional stability and exceptional flatness—attributes that made it the ideal choice for Max Towers. Its surface, coated with high-performance PVDF coil coatings, ensures long-term resistance to UV exposure, weathering and pollution, maintaining colour



vibrancy for years to come.

In a move to further customise the building's appearance, the ALUCORE® panels were developed in a Champagne Gold 77117 finish—a warm, sophisticated shade that adds depth and elegance to the tower's visual language.

The project's facade consultancy was led by Praveen Chaubey of Façade

Design Factory, whose technical expertise helped translate the architectural vision into a functional building envelope. The fabrication and installation were expertly executed by Ashbee Metal Cladding W.L.L., known for their precision engineering and execution finesse.

The result is a facade that does more than protect; it communicates. Max Towers is not only a recognised commercial address but also a case study in how advanced cladding solutions like ALUCORE® can raise the bar for what's possible in contemporary architecture.

Today, Max Towers stands as one of the most recognised commercial landmarks in the region and its defining facade reflects a considered approach to material selection. Rather than making a statement, the use of ALUCORE® honeycomb panels addressed specific design and performance needs—delivering the flatness, durability and finish required for a project of this scale. At ALUCOBOND®, the focus remains on enabling architects and developers to realise their vision with solutions that quietly support both aesthetics and function. In the case of Max Towers, that vision now takes shape in a refined Champagne Gold.

In addition to Max Towers, ALUCORE® by ALUCOBOND® has been successfully used in several other prominent projects across India, including Lulu Mall in Lucknow, Calicut Airport, Patna Airport and Visakhapatnam Airport—each reflecting the same commitment to engineering precision, performance and timeless design.

About 3A Composites

3A Composites is a global leader in the production of high-quality aluminium composite material (ACM) under the brand name ALUCOBOND®. The company, a part of Schweizer Technologies headquartered in Steinhausen, Switzerland, is an innovator in the field. z3A Composites, previously known as Alcan Composites, is an independent division of Schweizer Technologies and employs approximately 4,500 people worldwide.



In line with the Indian government's 'MAKE IN INDIA' initiative, 3A Composites invested in India in 2007 to set up a state-of-the-art manufacturing facility near Pune, Maharashtra, which has the capacity to produce over 4 million square meters annually. The company is ISO 9001:2015 certified for quality management and ISO 14001:2015 certified for environmental management. With a corporate office in Mumbai and sales teams across India, 3A Composites continues to meet the needs of customers locally and globally.