

e-mail

THE EBCO NEWSLETTER

VOL 30
OCT
2023



EBCO CELEBRATES
60TH YEAR.

INTRODUCING OUR
NEW CAMPAIGN
"THEY CHANGE YOU"



EBCO OPENS 1ST
INTERNATIONAL
DISCOVERY CENTER
IN DUBAI





EBCO'S COMPACT ROOM FITTINGS THEY CHANGE YOU

As space increasingly becomes a constraint for most families and singles, maximising utility in the area available becomes imperative. So, Ebco developed the Cube concept in order to optimise space for Compact rooms. Where tables fold, beds disappear into the wall, and sofas transform into beds, so that you get space to do more.

To showcase this innovative way of furniture fittings, we created a TVC campaign, highlighting how space-saving furniture can change you.

ABOUT THE CAMPAIGN

The basic premise is that great furniture fittings, besides being aesthetically pleasing, can also profoundly impact the way people live and work. The campaign film showcases furniture made with Ebco fittings and the transformative impact they can have on the lives of people who use them. In the compact room film, a teenage girl goes from being boring to interesting, thanks to Ebco Compact Room fittings, which let's her pack more in her day. (Continued on page 5...)

Scan this code to check out our film



The tailwinds generated by a positive Indian economy is felt in all that we do and also shows in our performance. For the financial year March 31, 2023 – we had sales growth of over 30%. We have seen good growth in the first 6 months of the current financial year as well.

We have the widest and most complete range of furniture fittings and accessories. Each segment has great potential on its own. We are continuously introducing new products based on market feedback and we are able to do so much quicker and more efficiently than our competition – which has made us the market leader.

With the Indian Government turning its attention to our industry, the creation of technical standards for many products will help further organize the industry. After successfully completing the indigenization of production of many large volume product groups, we are constantly working to make more in India. We are in the process of increasing the number of roll forming and assembly lines for our ball bearing slides.

Every company is a direct reflection of its management. As we grow and evolve, we have made it a priority to professionalize and strengthen our management, to ensure that the organization is capable of handling growth for many years to come.

It is noteworthy to mention that we now have a distributor in Dubai, who also has our first discovery center outside India. We are now focusing on exports and are making good headway with our manufactured items in certain markets such as Italy.

Regarding infrastructure expansion, we are expanding Unit 3 in order to keep pace with the growth we have seen in bed fittings. Unit 6 will also be doubled in size to accommodate future growth.

We thank you for your support over the years and look forward to many more good years ahead.

GEOFFREY NAGPAL

FROM THE DESK OF THE MANAGING DIRECTOR





Sofa Quick Bed



FROM TRADITIONAL COMFORT to SMART FUNCTIONALITY.

In an ever-evolving world, the humble sofa has undergone a remarkable transformation. Gone are the days of the traditional couch that served as a seating arrangement. The modern era welcomes a new concept that redefines the sofa's role, making it an essential piece of furniture that adapts to your needs effortlessly – the Smart Sofa Fittings.

The Smart Sofa Fittings concept has reimagined the characteristics of a sofa, revolutionising the way we utilise our living spaces. Our sofa fittings seamlessly turn a cosy sofa into a comfortable

recliner, and with a simple move, into a full-fledged bed. Ideal for those with limited space or compact rooms, the **Sofa Quick Bed** effortlessly accommodates extra guests and provides a spontaneous sleeping solution for family members.

With the **Sofa Quick Bed**, the future of sofa design has arrived – a future where comfort, style, and practicality are in perfect harmony.



Ebco has built itself up to be a product development and manufacturing power house. Our new and state of the art CNC machining facilities enable us to build complex progressive press tools and multi-cavity moulds, with the highest levels of accuracy and precision. This results in the high quality and durability of our products.

Our Design and Development Department is where all the R&D takes place. Skilled and experienced members of the design team, using the latest generation of computers, 2D and 3D software, ensure the development of world class products, their manufacturing systems; supported with in-house Quality Control testing, validation and release, on a weekly basis. Continuous improvements are made to existing products, adding newer features.

Ebco's production facilities over multiple manufacturing plants, have a range of over 80 modern power press lines, ranging up to 160-ton capacity with high-speed presses and servo feeders. Our assembly departments have automatic assembly machines, ensuring high quality and increased productivity. Regular investments are made in new production, assembly, packing and material handling technologies. We plan to invest in more Roll Forming lines with automatic assembly machines in the near future.

We make every endeavor to enable sustainable development and protecting the environment and have

implemented several unique and successful Green initiatives like Rain Water Harvesting, Effluent Treatment and Solar power generation in our manufacturing plants.

To maintain and ensure high standards of delivery, our manufacturing plant in Vasai, where every product is developed, is certified by TUV Nord in three ISO standards every year; ISO9001 for Quality management, ISO14001 Environment management and ISO45001 Organizational Health and Safety management. This ensures a systems-oriented manufacturing organization and this Integrated Manufacturing System has been applied to all our operating units.

Last year we developed and introduced sophisticated products like Kitchen Lifts, wall bed mechanisms and the two-way electric boxes, to name a few. Several other additions were made to enhance our multiple verticals keeping them top of the line.

Some of the interesting new products currently under development are a Recliner Chair fitting, a Desk Rotation mechanism and a Sofa Quick Bed to name a few.

With the future looking positive, I take this opportunity to thank you all for your support and wish you all the very best in the coming year.

ASHLEY NAGPAL

FROM THE DESK OF THE TECHNICAL DIRECTOR





GO FROM ORDINARY TO EXTRAORDINARY WITH EBCO FURNITURE FITTINGS

In our latest campaign, we demonstrate how Ebco furniture fittings wield the power to revolutionise lives. The function they serve not only make lives effortless but also changes the way you live. Our two films are entertaining demonstrations that show the immense potential of Ebco furniture fittings.

We tell two stories that showcase the impact of our products. In one, we witness a man's culinary awakening in Jalandhar, as Ebco's Kitchen Fittings kindle in him a newfound love for cooking. The other story follows the transformation of a teenage girl from boring to exciting, courtesy, Ebco Compact Room fittings that unlocks a world of possibilities in her daily routine.

The campaign unveils a realm, where furniture transcends mere function, shaping lives in extraordinary ways.

This campaign reached its audience successfully on television, magazines and was even extended digitally on social media and the Ebco website, inviting customers to see for themselves how their lives can be transformed.

SCAN THIS CODE TO CHECK OUT VIDEOS OF OUR INNOVATIVE RANGE OF PRODUCTS.



JASPRIT BUMRAH CONTINUES HIS INNINGS WITH EBCO FURNITURE FITTINGS.

Ace cricketer Jasprit Bumrah continues to be Ebco's ambassador for the third consecutive year! We are delighted to have him on board!



It's truly remarkable when we have the power to inspire positive transformations in both ourselves and those dear to us. In our latest series of films, **Ebco Fittings: They Change You**, we explore the delightful journey of such positive changes by showcasing the profound behavioral shifts that individuals experience after using furniture equipped with Ebco fittings.

In the news, our brand ambassador, Jasprit Bumrah, is back in action after a long break, and the timing couldn't be more perfect. We extend our warmest wishes to him for the World Cup.

In this edition of the newsletter, be sure to keep an eye out for exciting new additions in kitchens, furniture lights, and handles.

Each visit to our Display Centers unveils a world of previously unseen products! Inspired by this, we've aptly named them 'Discovery Centers.'

Since January, we've proudly opened new

'Discovery' Centers in Vijayawada, Pune, Patna, Kolhapur, and Dubai. More are on the horizon in Kolkata, Srinagar, and Raipur in the coming months.

While the furniture industry remains largely unorganized, skill development is imperative. As a market leader, we believe it's our duty to initiate change and contribute to the skill development of carpenters at our Discovery Centers through workshops and support for FFSC initiatives.

There has never been a more opportune time for manufacturing in India, and as Ebco celebrates its 60th year, we proudly embody the spirit of 'Make in India.'

Look forward to hear from you on our products and services.

RAJESH NAIR

FROM THE DESK OF THE SALES & MARKETING DIRECTOR



STYLE AND CONVENIENCE PACKED IN ONE

Our wide range of high-quality, modern handles and knobs are designed to complement both wooden and metal furniture, enhancing the overall look of your interiors. Choose from various styles, including surface mount, edge mount, and recessed mount, with a selection of neutral finishes to suit your preferences.

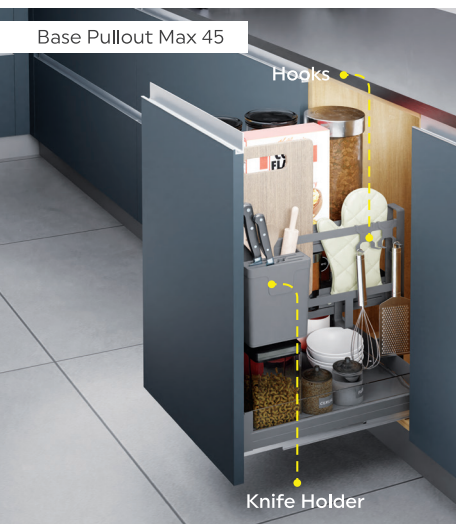


ELEVATE YOUR KITCHEN STORAGE GAME

Effortlessly arrange your kitchen essentials with an array of space-maximising solutions. Whether you're working with drawers, cabinets, or your kitchen's countertop, optimise every inch to its fullest potential. Designed for versatile storage, these solutions accommodate everything from bottles and jars to spices, knives, ladles, and more.



Scan this code
to know more



India's economy has been resilient despite many global headwinds including slowing western and far-east markets, and the ripples caused by the Russia-Ukraine war. Our supply chain remains strong and our new product development pipeline remains vibrant – with many interesting items recently launched and more to be ready in the near future, especially in the kitchen, wardrobe and joinery segments.

Over the years, the feedback that you – our customers, provide us, have been very valuable and have helped us to better navigate the path towards having the latest and most complete product range yet.

We now look towards consolidating the range, filling in the gaps and cannibalizing items with newer, better and more robust offerings.

We believe that the next five to ten years represent a unique once-in-generation opportunity to capitalize on the immense potential that India has to offer – in terms of economic growth, improving purchasing power and the consolidation / organization of markets.

We thank you for being with us on this journey and for your trust in us. We look forward to serving you better in the years to come.

NISHANT NAGPAL

FROM THE DESK OF THE PROCUREMENT DIRECTOR



DID YOU KNOW?

Artificial intelligence is transforming the field of interior design by equipping designers with tools to craft personalised, efficient and sustainable spaces.

AI empowers designers to optimise space utilisation, thereby creating well-organised layouts. Furthermore, this technology enables the creation of virtual and augmented reality experiences, allowing individuals to visualise their space before any physical work begins. Beyond design assistance, AI aids in budget management and timeline tracking.

In other words, when harnessed fully, AI promises to be a game-changer for the interior design industry.



EXTRAORDINARY FITTINGS THAT MAKE EVERY INCH COUNT.

The Livsmart Cube concept shows how small spaces have big potential if you're careful in choosing your furniture fittings. They can turn your space multifunctional, so you can do a lot more. Check out some of our Cube Concept designs that maximise the possibilities your limited space has to offer.



Scan this code to check out our Compact Room Fittings.

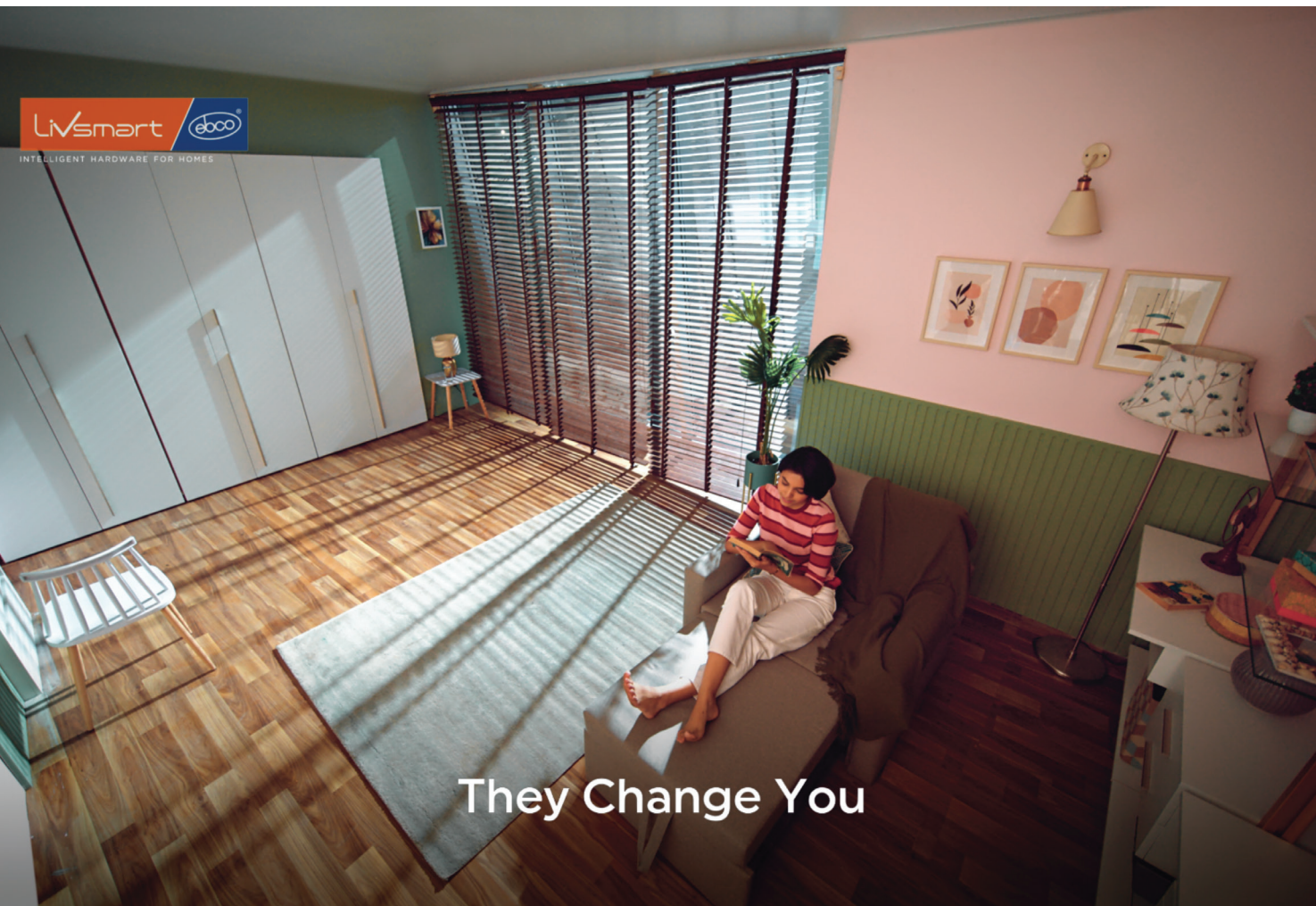
HERE'S HOW OUR COMPACT ROOM FITTINGS CHANGE YOU

Our recent campaign focuses on how daily lives can be changed with simple but smart furniture fittings. As mentioned earlier, we demonstrated how transformational furniture can be when used effectively.

In our Compact Room film, we feature the Wall Bed - Single, that swiftly disappears into the wall, creating room to do more, be it exercising, meditating, entertaining or just about anything.

The Sliding Door fittings enable wardrobe doors to slide instead of opening on the outside, thus saving more space

Then the most efficient Folding Utility Table creates space for dinners, lunches and impromptu plans with your loved ones. This was just a glimpse of what efficient fittings can do; our wide variety of space-saving solutions will tempt you to rethink how you manage your space.



Smart Push - Soft Close Fitting

Handleless Shutter that are available in 3 Variants:

Light (4-6 Kgs) | Medium (12-17 Kgs) | Heavy (17-22 Kgs)

Comes with special click on hinges - overlay, to be fitted according to cabinet door weight.

Smart Push - Soft Close Fitting



Scan this code
to check out our
Smart Push -
Soft Close Fitting

Push
+ Soft

Basket Wicker - SC



Basket - SC



Trouser/Saree - SC



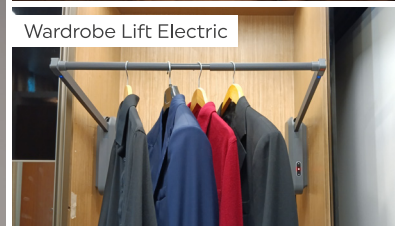
Drawer Organiser - SC



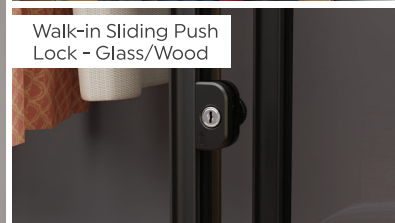
Shoe Rack - SC



Wardrobe Lift Electric



Walk-in Sliding Push
Lock - Glass/Wood



Walk-in Sliding Push
Lock - Aluminium



Inline Euro Electric - 80



Scan this code
to check out our
Sliding Door System - Invisible

Sliding Door System 80 - Invisible

EBCO MAKES ITS PRESENCE FELT.

IDCS Cochlin
21st & 22nd July 2023



IIID Showcase 2023 in Vijaywada
7th to 9th July 2023



ABID Interiors 2023 in Kolkata
16th to 20th March 2023



EBCO'S ROLE IN SKILL DEVELOPMENT

As a company that believes in continuous innovation in order to simplify its customer's lives, we also do the same for the people within.

We provide training programs to enable our employees and distributors to be up to date and optimally skilled in their areas of expertise.

We even identify colleges and invite their students for orientations and provide them with knowledge about our industry.

We utilise our discovery centers across the country to train architects, interior design students, dealers and distributors.

Through Nipun, an initiative by the government of India for the skill development of carpenters, we provide carpenters with the training they need, so they can contribute to society.



QUALITY PRODUCTS AT INVALUABLE PRICES.

Zipco takes great pride in providing high-quality products at affordable prices. These products cater to a larger audience looking for quality at a budget.

Our product range boasts of Drawer Slides, Hinges, Joinery & Fasteners, Furniture Locks, General Hardware and Accessories, Castors, Windows & Door Fittings, and Kitchen Basket and Accessories. They are made to meet specific needs to make your living space truly effortless.

Zipco®



Scan this code
to check out our
Zipco website

Zi-Pro Lift Flap Door System



Pro Lift Door System



Steel Fix



Kitchen Drawer Rack - Plate/Thali



Hi Slide Reversible 45 - Soft Close



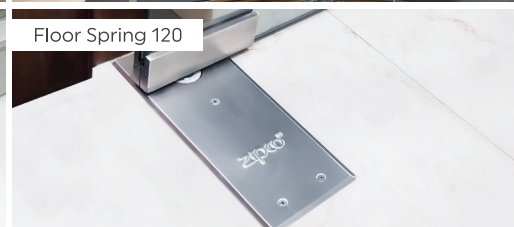
Butt Hinges



Ball Bearing Slide 36mm - Soft Close



Floor Spring 120



DOOR BUFFERS

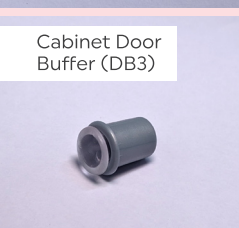
Cabinet Door Buffer (DB1)



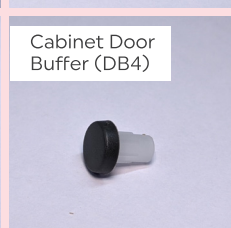
Cabinet Door Buffer (DB2)



Cabinet Door Buffer (DB3)



Cabinet Door Buffer (DB4)



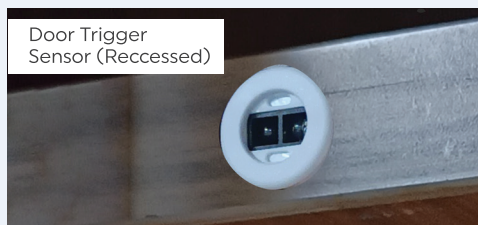
Strip Light Connector 180°



Strip Light Connector 90°



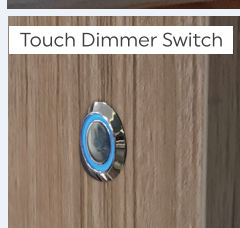
Door Trigger Sensor (Recessed)



Invisible Touch Dimmer Switch



Touch Dimmer Switch



Remote Touch Dimmer Switch



Door Trigger Sensor (Surface)



LED LIGHT SENSORS & ACCESSORIES

DISCOVERY DISPLAY CENTER

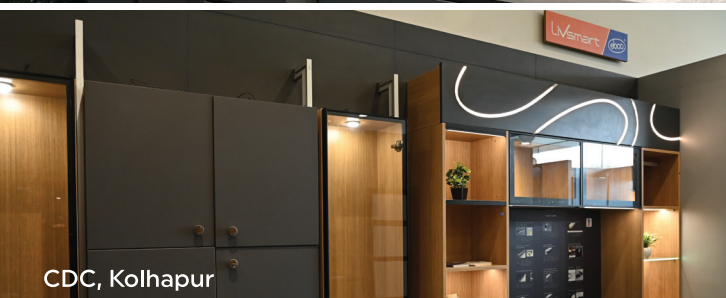
Experience the best of our products that we have to offer in our National Discovery Center where you can truly feel what we mean by effortless living. Come, discover our world-class fittings anywhere in the country.



NDC, Vijaywada



NDC, Patna



CDC, Kolhapur



NDC, Pune

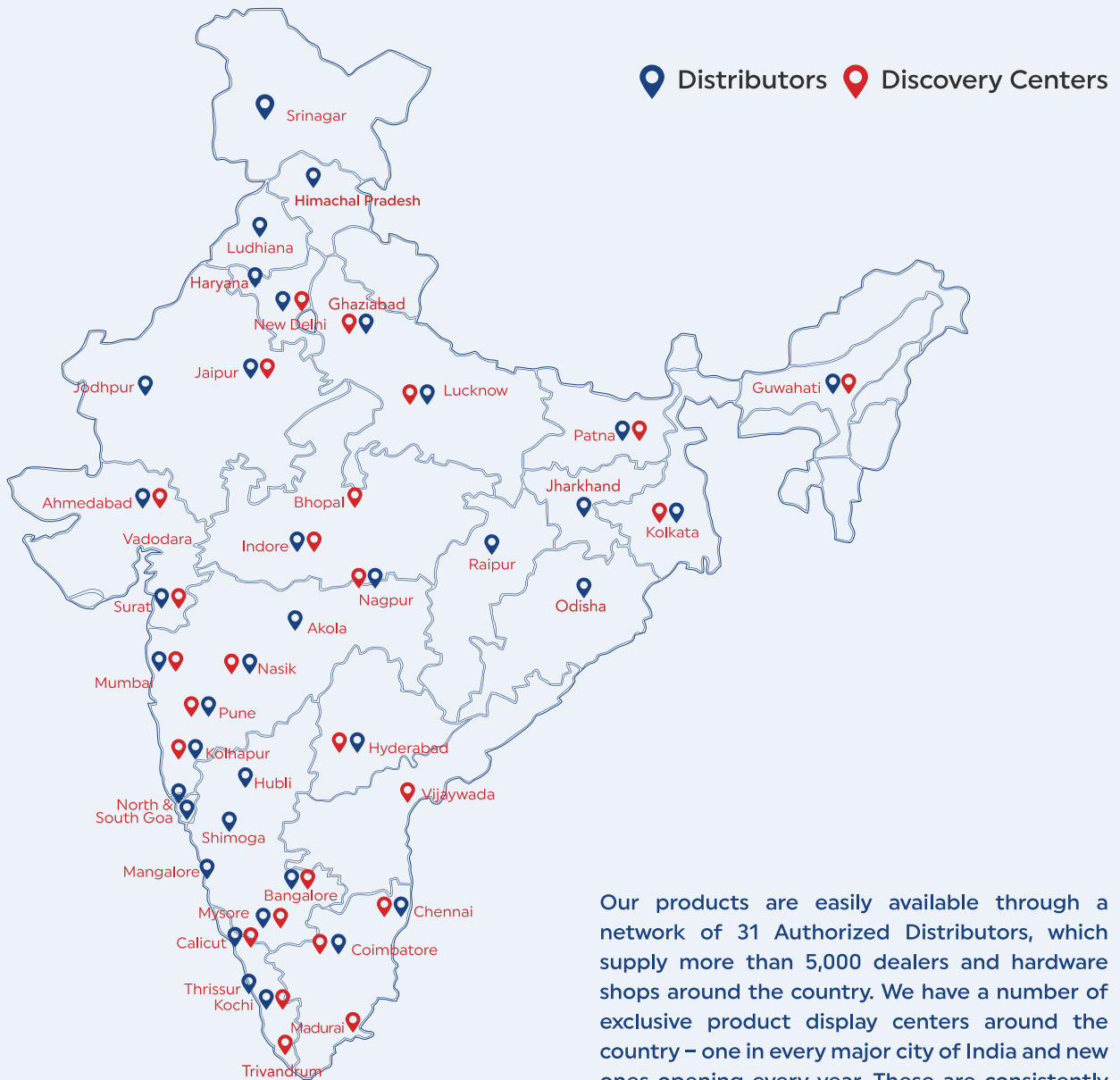


IDC, Dubai

SOCIAL MEDIA PRESENCE

To stay updated on our latest products, events and new display centers, follow us on Instagram, Facebook and LinkedIn. We look forward to seeing you there.





Our products are easily available through a network of 31 Authorized Distributors, which supply more than 5,000 dealers and hardware shops around the country. We have a number of exclusive product display centers around the country – one in every major city of India and new ones opening every year. These are consistently updated to exhibit the latest additions to our ever-widening range; and provide venues for product training and after sales support for installation.



BROCHURES
LEAFLETS
CATALOGUES