# e-mail THE NEWSLETTER OF EBCO PVT. LTD.



## **Directors' Messages**



"We grew 26%, for the financial year ending March 31, 2019"

#### **Events**

- Delhiwood 2019
- Thanksgiving 2019

## **New Ad Campaigns**



- Bed Fittings & Accessories
- Wardrobe Fittings & Accessories

#### **New Products**



#### **Listening Post**

- Feedback & Comments
- Testimonials







# THE FIRST. THE ORIGINAL. PRO-LIFT BED FITTINGS BY LIVSMART.





Pro Lift Bed Fittings - Electric (Remote / Switch) [PLBF-EMR2-HD]

#### Space-saving Solutions That Allow More To Be Stored!

Comfort and Convenience:

- Sleep comfortably and store more! Using one multi funtional bed.
- Easy accessibility, every day.
- · Safe and secure.
- Choose from wide range of manual and electric (switch / remote) models and as per the bed size.

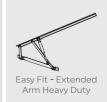












# From the MD's Desk

# We grew 26%, for the financial year ending March 31, 2019

For the financial year ending March 31, 2019 – we grew 26 percent. During the first two quarters, we have also seen healthy growth with record sales in July. Our growth comes from the execution of a multi-faceted plan, which involves many fundamental steps that have been taken to strengthen the brand.

# Strong focus on new products

First, a strong focus on new products. Last year, we introduced 143 new products (349 with various sizes and colours), this year we have already introduced 159 (352 with sizes and colours). Second. investment in the expansion of capacities and infrastructure. The much needed expansion of Unit 1 -Vasai is now complete and has augmented production capacities and will help reduce lead times. We have acquired land next to Unit 2 as well as Unit 5 in Palghar and construction will begin shortly. We have also acquired more office



"The value we offer customers increases each year and we are an asset to the Indian furniture industry."

Geoffrey Nagpal

space next to our current head office, thereby effectively doubling our space to accommodate a new and improved training center as well as new sales staff. Third, display centers around the country open at an average of one per month. Fourth, branding has improved significantly and is a priority.

# Ability to develop products quickly,

The value we offer customers increases each year and we are an asset to the Indian furniture industry. This is all possible because we are fortunate to have good people, a team-based philosophy and great customers who have supported us through the years.

As an Indian company with manufacturing infrastructure, we find ourselves with the best potential in a sunrise industry. Our ability to develop products quickly, with new releases coming out every week, will sustain us as India's most innovative and dynamic furniture fittings company.

# PERSONALISED WARDROBES. WITH LIVSMART FITTINGS!

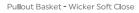




#### The perfect combination of his and hers!

- · Accessories for mens' wardrobe and womens' wardrobe
- · Choose from a range of Drawer Accessories, Pull-out Baskets, Hangers and Organisers.







Pullout Drawer Organizer - Soft Close



Mirror Pullout



Pullout Hanger - Trouser / Saree Double

# From the Desk of Technical Director



"We have reached a level where, we now launch several products a week, not counting sizes and variants."

Ashley Nagpal

# Continuous launch of new products has always been the hallmark of Ebco.

Greetings once again. This year at Ebco we have focused on expanding and improving our manufacturing facilities, acquiring available, adjacent land to existing factories and building tailor made plants to do so. We have imported and developed many SPMs to improve the quality, efficiency and productivity of our secondary manufacturing operations. Some of these improvements boast productivity increases of up to 200% and 300%.

The continuous launch of new products has always been the hallmark of Ebco. We have reached a level where, we now launch several products a week, not counting sizes and variants. These products are recognized for their Design, Features, Quality, Availability and Value.

To mention a few, our very successful Pole Shelving System has been augmented with the introduction of an Adjustable Glass Shelf Support and Concealed Under-Mount Slide Bracket System. Our Computer Monitor Arm now has a new variation with the introduction of the Edge Mount model.

When it comes to complex solutions, Ebco has always pushed the boundary. Our Steelfix housing production has 42 progressive stages and produces 2 components every second.

We have again successfully completed our 2<sup>nd</sup> Annual Surveillance Audit by TUV Nord of Germany, in no less than three standards, thereby once again standing by our commitment to continually improve our Quality.

Our venture into becoming more self-reliant on renewable energy sources like Solar Power has been successfully initiated at Unit-2 in Palghar. On successful commissioning, we intend to replicate the same in all our factories. This reaffirms our commitment to saving the environment.

Thanking you all once again for your support and co-operation.







Examination of New Monitor Arm

# Display Centres & Trade Fairs

#### New National Display Centre



Delhi (Okhla)

#### **New City Display Centres**



Madurai



Sahibabad - UP

## **Upcoming Display Centres**

National Display Centre (NDC):

- Nashik
- Coimbatore
- Calicut

#### City Display Centre (CDC):

- Mysore
- Salem



Trichy

#### Delhiwood 2019







# From the desk of Sales & Marketing Director



"Today, with our 23 experience centres-also a training centre, all over India, we are continuously reaching out and making a tangible difference in skill development."

Rajesh Nair

# We have always believed that service is a key differentiator.

Warm wishes for the festive season! We continue to offer value to our customers with each new product that we launch. Introducing more than one product a day for the past eighteen months clearly shows our focus to get deeper into each vertical and become a specialist in each of the categories we operate in. This has given confidence to our trade partners as well as our customers to close-in on us for their complete requirements.

We have always believed that service is a key differentiator and we are doing everything to satisfy customers, from providing installation support for sophisticated products, technical support, service and product warranties. We are reaching out to customers more effectively with our experience centres across the country, through social media, product videos and updates, aside from other routine marketing activities. For the first time, Ebco was visible on the global stage during the recently concluded India-West Indies cricket series in Florida, Guyana and Trinidad.

Since April 2019, we have opened new National Display centres (NDCs) in Okhla – Delhi, Ghaziabad – Haryana, Chennai, and an expansive display centre in Banjara Hills – Hyderabad. Further, smaller format City Display Centres (CDS) opened in Trichy and Madurai. New NDCs are set to open shortly in Nasik, Coimbatore, Calicut and a small format in Kottayam.

In a largely un-organized industry such as ours, it is our responsibility to impart knowledge and train people, whether it is a furniture maker, carpenter, contractor or designer. Today, with our 23 experience centres-also a training centre, all over India, we are continuously reaching out and making a tangible difference in skill development without creating 'marketing' hype. Having one centre in one city does not help in a large country like ours.

We thank you for believing in us over the years and we always look forward to your feedback to help us serve you better.

# OPEN AND SHUT. AT THE TOUCH OF A FINGER WITH *HI-SLIDE* WARDROBE SLIDING SYSTEMS.





Hi-Slide Topper 16-46 (80kg per door)

#### Soft open! Soft close! Smooth and silent wardrobe doors.

- Sliding doors that move smoothly, silently, at the touch of a finger.
- Wide range: Overlay, Inset, Inline or Walk-in systems.
- Sizes to fit any wardrobe unit.







Hi-Slide In Line Euro-60



Hi Slide 50/50 Plus



Hi Slide SD 15

# From the Desk of Procurement Director



"Despite volatile raw material prices and foreign currency fluctuations, we have kept our pricing and supplies steady with good overall growth.."

Nishant Nagpal

# One of our biggest advantages is speed.

We listen carefully to market feedback and respond quickly. We make important decisions every week, with a relentless focus on providing customers with the best range of products one can find globally. Managing a range of 4500 + products is no simple task but we have found ways to reduce production lead times to ensure that customers do not have to wait to get what they want.

Despite volatile raw material prices and foreign currency fluctuations, we have kept our pricing and supplies steady with good overall growth. Our supply chain has strengthened considerably during the past five years. We are expanding our warehouse infrastructure to align our capacities with new ranges of products that are currently in the pipeline, as well as increase loading points. We are upgrading our internal systems to SAP, with the objectives of becoming a more data-driven company, increasing visibility into our ever-growing infrastructure, as well as increasing the speed at which we operate.

## We also give back to our community.

Besides our focus on our products, we also give back to our community. We have a structured internship program for college students and recent graduates. This is our fourth year working with Just for Kicks, an innovative organization that improves education in low-income schools by bringing sport into the lives of children from modest backgrounds. We are also proud to support the education of high-performing children of our Ebco team members, through our Ebco Scholarship Program.

We thank you for your trust and confidence in us and look forward to serving you better this year.

# NO ROOM IS TOO SMALL! WITH LIVSMART FITTINGS FOR MULTI-FUNCTIONAL FURNITURE (MFF)







#### Sit. Lounge. Sleep. Store.

- One room, many uses...with a wide range of Livsmart Fittings.
- Creates additional usable floor space around the room.
- Choose from a wide range of sofa and bed fittings.

## **Events**





Lighting of Lamp

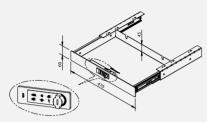


Annual Thanksgiving Day 2019

# Annual Thanksgiving Day 2019

One of the most anxiously awaited occasions at Ebco is its Annual Thanksgiving Day. Ebco celebrated its 56<sup>th</sup> Annual Thanksgiving Day on 25<sup>th</sup> January, 2019 at Unit 1, Vasai with great zest, and elation. The programme commenced with the lighting of the ceremonial lamp and thanksgiving mass followed by couple of fun games, lunch, prizes and trophy distribution to the various inter-department sports tournament winners. Many meritorious employees were felicitated on the occasion for completing 30, 25, 20, 15 years of service in the company. Furthermore, under the newly commissioned Ebco Vidybharati Scholarship Programme, the very first scholarship award was presented to the outstanding academic performer during the function. The programme ended by vote of thanks by our Managing Director.

#### Safe Drawer with Electronic Lock



Be it home or offices, the principle remains same – Keep your belongings **SAFE** and **SECURE**. A lockable safe drawer with integrated electronic lock is ideal fit for safeguarding your documents, laptops or any other important belongings. Robust and space-saving design, which is compatible to use with regular as well as height adjustable desks (Smart Lifts).

#### CMA Single Arm / Single Extended Arm -Edge Mount



Let us turn the question around....Why should our body face all the strain & sprain? With our Computer Monitor Arms, it does not need to. These height adjustable arms with angular adjustments enables comfortable working thereby reducing neck, eye and back strain. It's easy to mount at the edge of any work desk or surface and suits multiple applications — Commercial Spaces, Health Care etc.

#### Flectric Boxes

Power at your fingertips! With compact desk fitting Electric Boxes!



ELECTRIC BOX WITH CABLE MANAGER 2 CODE: EBCM 2







#### **Undermount Cable Tray**



CODE: UCT 551 / 552

Organized or Messy Cables? The choice is yours! This new Undermount Cable Tray with broader base not only keeps your cables organized but also protects users from coming in direct contact with cables. Available in two options – Clip and Brackets for easy installation. Ideal to suit any type of work stations, conference table, executive tables etc.

#### **CPU Station Basic**



CODE: CPUSB

Still struggling with limited floor space and cramped sitting positions? With our CPU Station, you don't need to. It can be easily mounted beneath any desks, allows easy cleaning and keep wires away from the floor and feet, increase seating comfort as leg space is increased.



#### Pro Lift Gas Pump Heavy Duty

CODE: PLCHD 25/30/35

- Ideal for overhead cabinets.
- Force: 250 N, 300 N, 350 N

#### Pro Lift Soft Close



CODE: PLC 06 SC

The new Pro Lift piston is now available with soft close feature that close the cabinet shutters effortlessly. Available in different forces – 60, 80, 100, 120 & 150 N

#### Heavy Duty Drawer Slide – 90 kg



CODE: HD90-45/50/60/75

- Full extension of drawer available.
- Direct front installation.
- Precision ball bearing for smooth movement.
- System-32 compatible.
- · Load capacity 90 kgs.
- Removable drawer with Latch.

# Anchor Plug with Screw



CODE: H-APS 1010 / 1012 / 1014 C-APS 1010 / 1012 / 1014

This new frame fixing anchor plug with screw made from high quality nylon can be used in solid and hollow building materials. These are available in Dia 10mm with a fixing depth of 100mm to 140mm.

# Wood Sliding Folding System



CODE: WSFS - TS / BS

Sliding Folding System for wooden partitions. Ideal for room partitions, room to balcony partitions and similar applications. Comes in a set of top and bottom roller fittings. To be used with Ebco Concealed Hinge 3D and Door Hinge – SS 304 with 4 ball bearing. Minimum Door Weight: 80 KGS.

## **Window Handles & Latches**

Hardware for modern widows in Aluminum and UPVC. Aesthetically designed for strong and comfortable grip of windows. Available in wide range of options to choose from



# Friction Stay 2221 (Bevelled)



#### CODE: FRS 2221-12B /14B

 22mm wide sill plate and stack height 21mm with bevelled groove.

#### Friction Stay 1319



CODE: FRS 1319-10/12/14

- 13.5 mm wide sill plate and stack height 19mm.
- Used for aluminium windows with Euro Groove 1 (Frame) and Euro Groove 2 (Shutter)

#### Concealed Corner Hinge



CODE: CCH-SH 80/120

 With new bevelled groove. Used for aluminium windows with Euro Groove 1 (Frame) and Euro Groove 2 (Shutter).

#### Floor Spring (DFS 84-100C / 84-130C)



- 10,00,000 Cycles tested.
- Universal application load adjustment from 100 to 130 kg.
- Max door width –
   1100mm.
- Max opening angle 130°.
- •90° Hold open angle.

#### Concealed Drawer Slide Slim 2





This concealed drawer slide - slim 2 model is compact and uses minimal space below the drawer (27mm clearance). Available with facia bracket for wooden drawers and without facia bracket for kitchens baskets. Full extension with soft close and tool free assembly and removal of drawers. Height adjustment: 0  $\sim$  +3mm. Load Capacity- 35kgs.

For Wooden Drawer Size: : 300, 350, 400, 450, 500, 550 mm

For Kitchen Basket Size: 450, 500 mm

Kids Furniture Handles Parents today are providing their children with their own living spaces and rooms. This includes specially designed furniture, furnishings, wall colours, light fittings and other decorations. Ebco introduces specially designed door knobs and handles with kids themes to enhance children's rooms even more! Choose from a wide range to match different furniture and interiors! And watch the delight on the children's faces!



#### **Designer Handles**







Cutlery

## Zinc Handle M



Recessed Handle -Steel Furniture



#### **KITCHEN BASKET** For Undermount Slides SS304







These new kitchen baskets are space savvy and ideal solution for storing kitchen utensils. Recommended to use with Ebco under mount slides. Available in different variants to choose from – Plain, Plate Thali, Cutlery and Cup & Saucer.

#### **Undersink Drawer Profile**



CODE: USDP1-AT

Utilize the under sink space to store all your general cleaning supplies with our Under sink Drawer Profile. It's unique 'U' shape design avoids obstruction of under sink pipeline with the drawer.

#### Aluminum Shutter Grill Micro



CODE: ASGM-22

Ideal to use where ventilation is required like kitchen shutters (Cabinets & Drawers) especially for gas cylinders, wardrobes etc. Keeps insect out.

#### Double Corner Pullout Eco – 450



CODE: E-DCPO-450 R/L

Thoughtfully designed for corner cabinets. Trays can be pullout individually and height of the trays can be customized as required. Soft closing damper for smooth functioning. Load capacity: 15 kg per tray.

#### Premium Pro Lift Bed System

The new premium bed fitting consists of lift system with high quality wooden slate base & mounting bracket kit. Elegant and lightweight with sturdy frame of  $40 \times 30$ mm, allows clear and easy access with  $45^{\circ}$  opening angle. Practical solution for storing pillows, comforter, luggage bags and more.



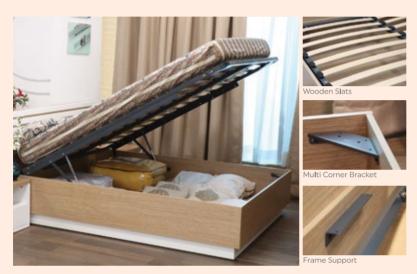
#### Premium Wall Bed System

Vertical pull down Wall Bed System is ideal for compact rooms, guest beds, children's room, hotels etc. This space saving solution comes with synchronized folding legs, which automatically extends when bed is open and retracts when closed. Safe and easy to operate with its Soft Down and Soft Up feature. Dual belts provided that hold the mattress in place.



#### Pro Lift Bed System With Frame & Slats

The new Pro Lift Bed System consists of high quality lift mechanism, modular metal frame with slats along with ready to mount kit. High quality wooden slats for strength, stability & comfort. The frame ensures lightweight ensuring long life. Available for bed size:  $1525 \times 2000 \, \text{mm} \, \& \, 1830 \times 2000 \, \text{mm}$ .

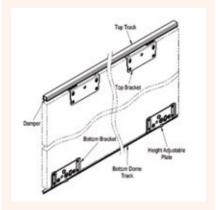


#### Smart Ladder - 1 Step / 2 Step

Practical stepladders for daily use and greater safety in the home. Can be folded down flat allowing it to be stowed away neatly under a work surface or shelf or stack on the wall. Available with one or two steps option with load capacity of 100 Kgs.

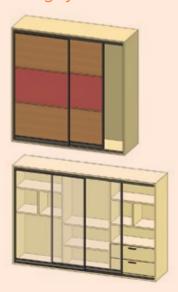


#### Hi Slide 60 Soft Close



Effortless and quiet sliding system with soft close, soft opening function and superior rolling system. For Flush Mounted Sliding Shutters. System 32 Compatible. Load Capacity: 60 Kgs.

#### Hi Slide Walk in Sliding System



Floor to ceiling sliding system which are light (to use build 9mm panels), effortless silent sliding has soft close, soft open feature. Modular and highly flexible in terms of design, to use multiple panels of wood or glass to suit the décor.

#### Personalised Wardrobes with Livsmart Fittings!

A new series of wardrobe accessories, well designed with features like soft closing system, matt brown finish, to suit different widths of wardrobe. Available in different models for complete wardrobe.

#### Wardrobe Rack - Trouser / Saree (6+6 Hangers)



Wardrobe Pullout -Trouser / Saree (Soft Close)



Wardrobe Pullout Basket - Wicker (Soft Close)



Wardrobe Drawer Organisers



Wardrobe Cabinet Tray





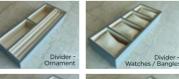
Wardrobe Pullout Basket

(Soft Close)



Wardrobe Pullout Drawer Organiser (Soft Close)







Wardrobe Mirror Pullout



Mirror Pullout (Frameless)



Wardrobe Pullout Ironing Board



#### Kitchen Pleno Plus Fioro



PEKA Pleno Plus Fioro is an efficient larder unit solution for an unbeatable overview and excellent accessibility. Just like in a fridge, the door shelves swing out automatically when the doors are open. Flexible height adjustable

clip-on shelves ensures optimal distribution. Available with attractive oak (Fioro) shelves.





#### Pecasa

Pecasa means smart living for greater comfort. Peka's new Pecasa shelf system is structured around the central wall profile that holds everything together. Users are free to choose any combination of shelves, cabinets, desks and clothes rails and position them however they like for a custom furniture solution. No matter the size or shape of the space or the height of the ceiling, the highly flexible Pecasa system is the perfect fit - be it in a home office, a living area, a bedroom or a hallway.



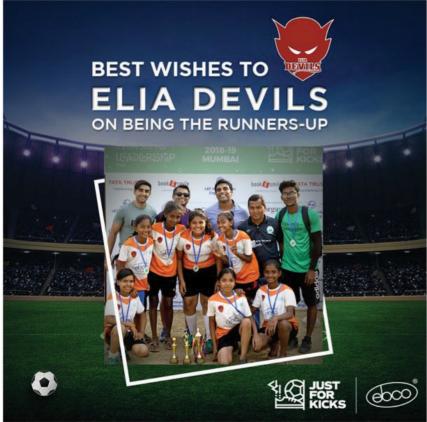
# Just for Kicks



CONGRATULATIONS FOR WINNING THE (6000)

U14 Girls Golden Ball: Bushra Shaikh, Elia Devils

U14 Girls Golden Glove: Uzma Khan, Elia Devils



# Winners or Runners-Up in the

# There have been wondrous moments of victory, the bitter taste of defeat and most importantly the learning that follows from playing the beautiful game of football. Ebco supported teams that bagged the title of Regional

Mumbai Regional League.

Congratulations

and jubilations

U14 Girls Runners-Up: Elia Devils

# Stadia Branding



# Cricket-India v/s West Indies

For the first time, Ebco was visible on the global stage during the recently concluded India - West Indies cricket series in Florida, Guyana and Trinidad.









# **Listening Post**

#### 66

#### It was great help

I have visited your display center to see compatibility of fittings to my needs. It was of great help and your team helped me very well. I will be now going ahead with suggested fittings.

Sudhakar Thakur Customer

## 66

#### **Excellent Products.**

Very happy to see such quality of Indian product. Products were very well presented & explained by your Sales team.

Vasant Chheda Customer

# 66

#### Our first preference

We prefer Ebco products as it has a vast range. Quality of the products are very good & value for money. All kind of solutions are available whether it be at the interior to architect level or even furniture manufacturer's. Products range from as low as 40 paise for a product going up to 80k.

Rajesh Jain, Navratna Hardware

# 66

#### **Excellent Products.**

Excellent showcasing of the products & capabilities. Could see practically entire collection of Ebco.

S Seshasayer Customer

#### 66

#### Satisfactory

To describe in one word about my experience with Ebco is SATISFACTORY. Got to see some very good products & technology. Keep it up. Staff is very courteous.

**Prachi Rathod, Creative Enterprises** Interior Designer

## 66

# Products are good very competitive.

Livsmart has very nice range of products including lighting solutions. Ebco team is very cooperative and will definitely use competitive room design nicely.

Bakul Doshi, Doshi Associates Architect

## 66

#### Wonderful studio

Hats off to the thoughts given for product development and research done to achieve these lovely products. All the best for more

Parish Kapse, Team one architects Architect

#### 66

# Made from the best quality materials with smart design.

I really like Ebco Company. Ebco's range of wardrobe accessories provide world-class functionality and easily accessible to the user. It boasts of immense experience in the field and has been offering high-quality furniture fittings. All of these innovative pieces are made from the best quality materials with smart design in mind by Ebco hardware. Wishing you all the very best for each and every one of your future endeavors!

Mahesh Punjabi, Mahesh Punjabi Associates Architect

# 66

# Excellent after sales service

Products are sleek, elegant and latest designs, which meet our requirement to make highly functional and productive office spaces for our clients. They provide excellent service before and after sales.

Mary Moraes, Eurocoustic GM, Purchase.

# 66

#### Never seen it anywhere else.

I haven't seen this type of technology & mechanism yet anywhere. Yours vision towards the user friendly furniture & hardware is extremely good & futuristic. Looking forward with your products to work in the field. Thank you!

Nikhil. M.Sawant, CMN Enterprise Architect

## 66

#### Quick solutions

We choose ebco for quick solutions & improvements in technologies... Experience is superb... We too also get a good feedback form your clients for the Ebco products.

Himanshu Khandelwal, Concept Architecture Pvt Ltd Architect

# **National Distribution Network**

#### **WEST ZONE**

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  Email: radhasoamihw@gmail.com
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   Ph.: 0712-2221637 / 1638 / 9823013608
   Email: rajagencies@gmail.com

#### GOA

PANJIM: Krishna Corporation Ph.: 7447706611 / 22 / 33 Email: info@krishnagoa.com

#### MADHYA PRADESH

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prakashmetals120@gmail.com

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Concord Enterprises (Thrissur Branch Office) Ph.: 9947263229 / 9947439229 Email: info@concordkerala.com

#### **SOUTH KERALA**

 KOCHI: Technical Trade Links
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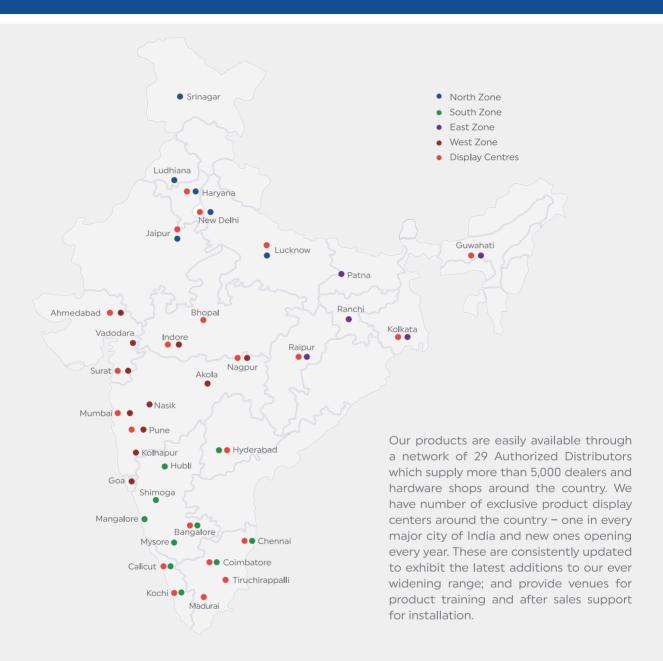
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- National Display Centre (NDC)
- City Display Centre (CDC)

#### **DISTRIBUTION NETWORK**





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