

**TRUST
EARNED**

A 100 Y

It's been over a hundred years of excelling in the timber and wood business. Hundred years of delivering on our promises, and gratefully living up to the trust all our customers, associates and employees have placed in us.

At Associate Group, it is what we value the most. Your trust.

**OVER
YEARS.**



Associate Group:

Associate Group is a diversified conglomerate with business footprints in industries ranging from timber and panel products to infrastructure and high-pressure gas cylinders for CNG (Compressed Natural Gas) application. The Group's diverse businesses primarily cater to the requirements of the real estate, construction, infrastructure development and the automobile industry domains. Its operations in the wood and timber businesses are currently spread across 4 continents and 14 countries making it among the largest operators in this industry.

Kings Wood Suppliers:

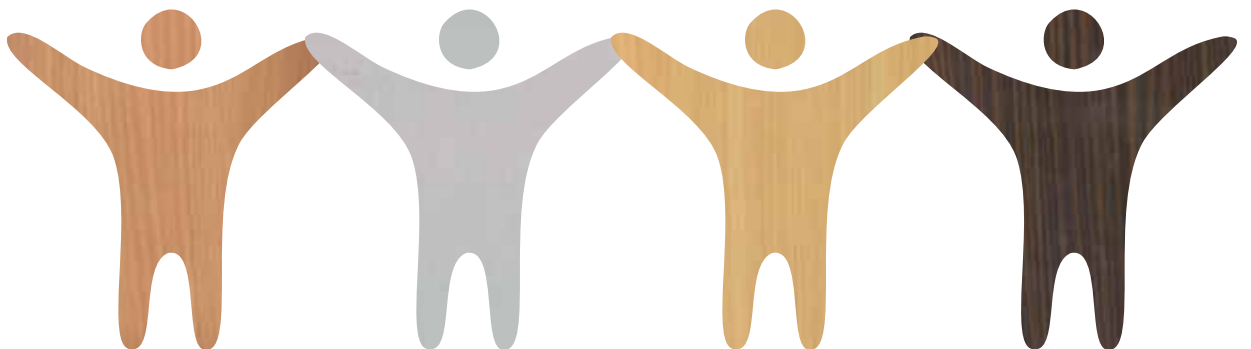
Kings Wood, based in Bengaluru, started its business for the supply of pulpwood in 1989 and has grown consistently since. Kings Wood is the market leader in the pulp wood supply business in South India, catering to the biggest names in the pulp & paper industries & pulp business including Grasim, West Coast Paper and BILT. Their large wood bank and widespread network of 28 wood collection depots add to their strong supply stability. Kings Wood is passionate about outstanding product quality, dedicated processes and committed relationships.

YOUR TRUSTED PARTNER

Associate **Décor** Limited

Associate Décor Limited:

Associate Décor Limited (ADL) is a joint venture of the Associate Group and Kings Wood, Bengaluru. Currently we operate in the wood panel products space catering to both Indian and International markets. We manufacture premium decorative laminates and the most advanced plain & pre-laminated particleboards in India. Future plans involve expanding the product offering to include luxury veneers, MDF boards and laminated wood flooring.



DELIVERING VALUE, WITH TRUST

At Associate Décor Limited, we are devoted to delivering excellent products that look stunning, and last long. However, our passion for quality does not end there. We believe in building and maintaining strong, solid relationships that are based on trust and transparency.

Be it our employees, customers, partners, associates, vendors or investors, we follow clean and ethical business practices that have earned us the reputation of being “a trusted partner”.

Our work culture at ADL celebrates individualism. We respect each person for their individual qualities and achievements, and consider our employees as members of the ADL family. Our philosophy of trust, teamwork, ethics and principles has led to the creation of a ‘value chain’ that benefits everyone associated with us.

VISION

Our vision & philosophy is to challenge ourselves continuously to create a better tomorrow for our customers, employees, stakeholders, the nation, and society at large.

MISSION

We shall be partners in progress with our customers by exceeding their expectations through continuous evolution and upgradation of our products and services, always.

We shall be preferred employers fostering an environment that is conducive to performance, achievement, growth and development of every member of our team.

We shall conduct business in a fair, honest & ethical manner that will maximize business returns and make every stakeholder proud of their association with us.

We shall always immerse ourselves in constant product innovation to ensure highest quality and sustainability in our offerings.

VALUES

Leadership in business approach & conduct

Concern for the environment and its safety

Commitment to excellence

Honesty & fairness in all dealings

Respect for people and relationships

A TEAM WE TRUST

Associate Décor Limited is driven by a strong management team with a wealth of experience in the timber and panel products business. Stalwarts from the particleboards line of business, dynamic professionals from the laminates industry and some of the finest engineering and technical minds make up the core team at ADL.

The team at the plant comprises of trained engineers and supervisors who work together with an expatriate team of technicians to oversee the complete production process. A specialized panel of research analysts, quality supervisors and scientists inspect each product using latest screening equipment, to ensure flawless quality.

A passionate product development team, supported by experienced Interior Designers and trend-forecasters, works tirelessly to ensure that our products are abreast of the latest global trends and set new benchmarks in the business.

A separate dedicated team for each and every product ensures focus and best results, as well as the potential to offer customization by means of tailor-made products for our customers.

With the perfect match of experience and expertise, our team at ADL provides deep roots and a strong foundation that enables us to scale new heights at every step of the way.



**TRUST THAT
COMES
WITH SCALE.**



When a manufacturing facility is nearly 7 times larger than the largest competition, you know there are serious economies of scale at play. And when the best company in the business designs this facility, you know that along with being in the record-setting league, it is going to be top-of-the-line.



THE PARTICLEBOARD FACILITY

1100 CBM / Day: The largest particleboard manufacturing facility in India.

The particleboard manufacturing facility of ADL at Malur, Karnataka is a technological marvel. With the most reputed name in the continuous press set-up businesses – Dieffenbacher – at the helm of this installation, this facility is optimally planned and truly state-of-the-art. Adhering to the highest global standards of engineering, safety and manufacturing, the plant is set to revolutionize the particleboard industry in India.

The plant marks a series of firsts for India, right from the input machinery and forming and pressing lines to the storage and the process control. This facility brings the finest brands in the manufacturing business from across the globe under one roof. These include Dieffenbacher, Siempelkamp, VITS, SHW, Pallman, Buttner, Grecon & Minimax from Germany, Steinemann from Switzerland, Scheuch from Austria, Globus, PAL, IMAL and Trasmec from Italy.

Input
Machinery

Press Line &
Control

Pre-lamination,
Finishing & Storage

PAL

BUJNER

SHW
Storage & Handling Solutions



echeuch
SPECIALTY FILM LAMINATORS

IMAL

DIEFFENBACHER

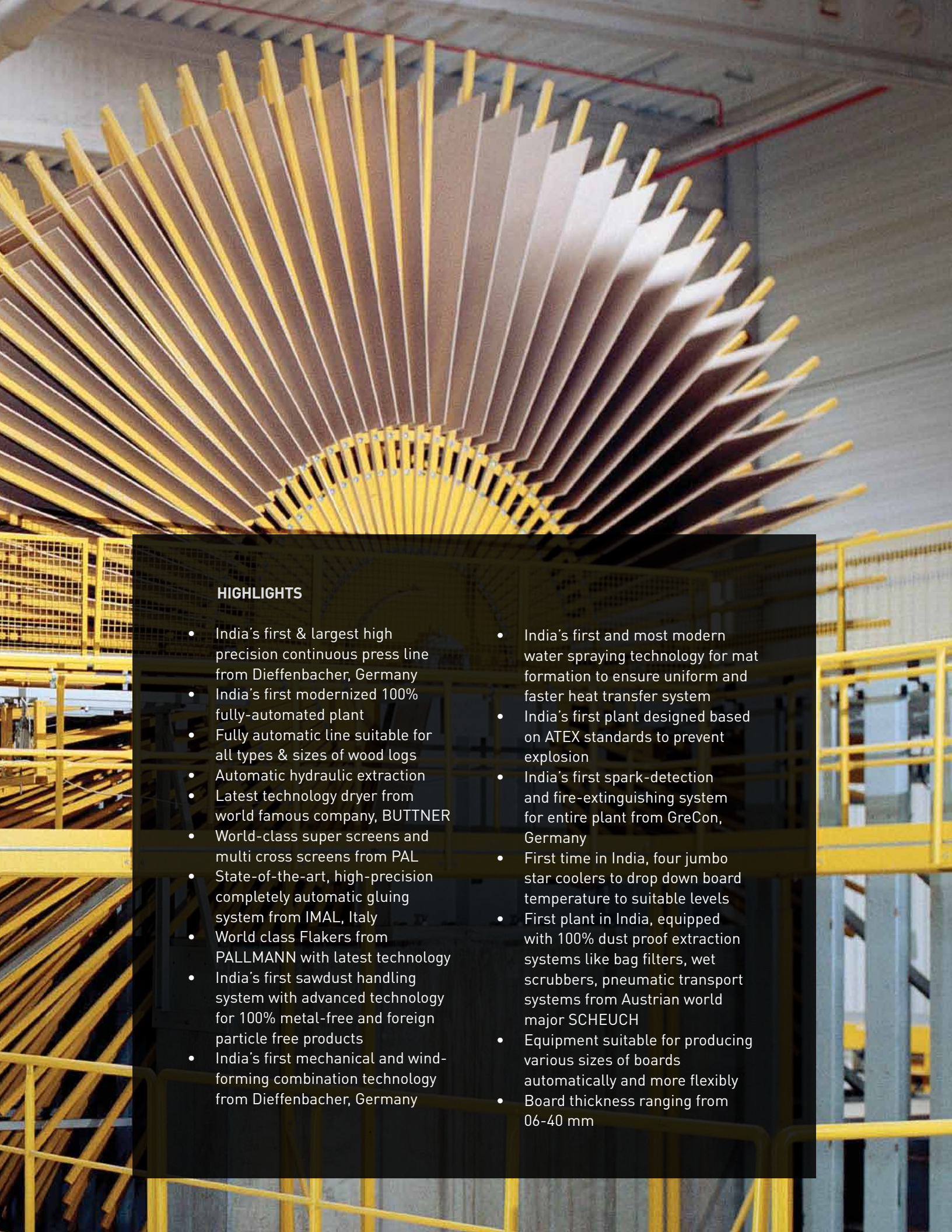
steinemann

VITS

DIEFFENBACHER









HIGHLIGHTS

- India's first & largest high precision continuous press line from Dieffenbacher, Germany
- India's first modernized 100% fully-automated plant
- Fully automatic line suitable for all types & sizes of wood logs
- Automatic hydraulic extraction
- Latest technology dryer from world famous company, BUTTNER
- World-class super screens and multi cross screens from PAL
- State-of-the-art, high-precision completely automatic gluing system from IMAL, Italy
- World class Flakers from PALLMANN with latest technology
- India's first sawdust handling system with advanced technology for 100% metal-free and foreign particle free products
- India's first mechanical and wind-forming combination technology from Dieffenbacher, Germany
- India's first and most modern water spraying technology for mat formation to ensure uniform and faster heat transfer system
- India's first plant designed based on ATEX standards to prevent explosion
- India's first spark-detection and fire-extinguishing system for entire plant from GreCon, Germany
- First time in India, four jumbo star coolers to drop down board temperature to suitable levels
- First plant in India, equipped with 100% dust proof extraction systems like bag filters, wet scrubbers, pneumatic transport systems from Austrian world major SCHEUCH
- Equipment suitable for producing various sizes of boards automatically and more flexibly
- Board thickness ranging from 06-40 mm

100% 
AUTOMAT 
FROM A CENTRAL
CONTROL ROOM.

ATION LIZED

Automation improves the way work is done. 100% automation ensures that the final product is as per set values & parameters, of excellent quality and is free from all possible errors & defects caused due to manual operations. And a centralized control room ensures that every step of the process is continuously monitored and recorded real-time. At India's first continuous press line, this, is efficiency at its best.

**IN EFFICIENCY
WE TRUST.**

THE MANUFACTURING PROCESS

The entire manufacturing process for our particleboards is automated from step one. Every piece of machinery and equipment has been set-up to adhere to the highest global standards of excellence in manufacturing.

Our raw material feeding system is equipped to handle wood logs of any size and also ensures complete metal and foreign particle screening which is the first of its kind in India. The moisture control at the drying stage of production is among the most advanced in the world, with more than 10 fuel control settings that finally helps produce boards of superior physical and mechanical properties.

The gluing and forming systems at the facility are the first of their kind in India. The perfection achieved in properties of internal bonding and surface strength is of the highest standard. The star coolers at the set-up are another one of the many distinguished firsts that this plant brings to India, helping cool the boards optimally before stacking. The next generation storage, sanding and sizing equipment used in the final stages of production add the finishing touches to a flawless process of particleboard manufacturing.





Particleboard Special Features:

- Most flexible particleboard press line in India
- 100% dust-proof process of production
- 100% computerized test procedures for quality check and state-of-the art Laboratory
- 100% product consistency and dimensional stability
- First of its kind in parameters of speed, surface finish, thickness and tolerance
- Lukki Automatic Storage system
- Marine Grade Particle Board in India for the first time
- Smooth and Flat Surface, High Density Core Material, High Load Bearing Capacity, Light Wood Color Appearance, Latex Free, High Internal Bond, Virtually No Foreign Particles (longer tool life) and can be processed clearly without chipping
- 8 Head sanding machine for kiss coating and smooth surface

Pre-lamination Special Features:

- 100% defect-free surfaces and edges during lamination
- Excellent quality control system to eliminate any defect
- 100% European process technology
- 100% European designs
- 100% European textures
- World-class quality resin production in-house, for flawless lamination and surface leveling
- Dedicated R&D wing and facilities for continuous product improvement and innovation
- World class Gravure technology impregnator from VITS
- Automated gravimetric resin and glue batch preparation from German leader, IFA
- High precision and rapid operating short cycle lamination press line from Siempelkamp
- Easy to switch over to any size, any thickness and any design
- Technology available for high abrasion surface lamination

0%

DOWN T

TRUST THAT COMES WITH UNINTERRUPTED CONSISTENCY.

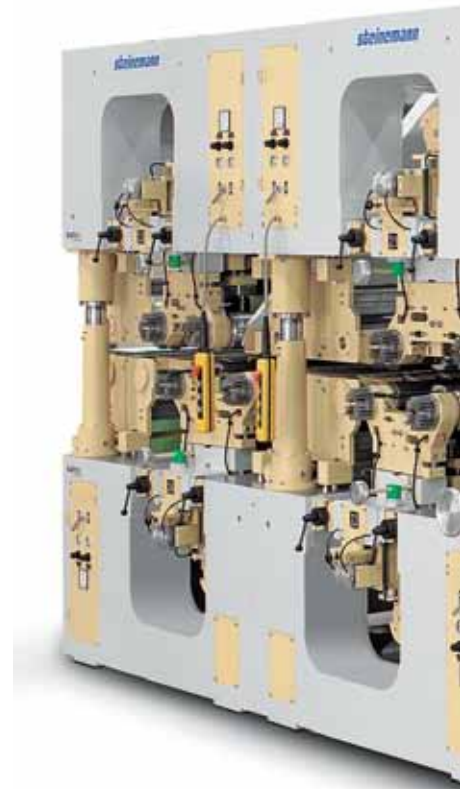
The perfect output, every single time. A ceaseless pursuit of quality and consistency. Something made possible only when you have the finest custom-designed machinery that you can rely on to deliver without disruptions. Something that is visible at ADL, 24 x 365.

TIME.

THE LAMINATE FACILITY

The laminate press line at ADL produces perfectly cured laminates with the highest standards of internal and surface properties. Every component of the machinery adds value to the finished end product - right from the custom-designed 16 Daylight Press, world-class VITS Impregnator machines for "double dip" impregnation with a high-sensitivity temperature control system that facilitates uniform quality of paper, to the world-leading "Steinemann" Swiss sanding machines that accurately maintain laminate thickness making application by the end customer an easy task.

Every aspect of technology being set-up at the plant also has behind it expertise that is unmatched in this industry. The resin and process control systems have been set up by the finest experts of this technology from Europe, with over 3 decades of expertise in the area. The high-pressure, hot water system press line has been set up by India's best manufacturer, with expertise that increases the life of the press-plates and ensures that there is no machine down-time and uniform and consistent temperatures in the press to ensure defect-free laminates.



HIGHLIGHTS

- Highest quality of bonding with substrate due to uniform superior sanding
- Pure and highly uniform cellulose papers made from clean bleached pulp are used
- Fully automated heating and cooling cycles
- Stringent quality measures as per the highest international standards
- 100% European Press Plates conforming to highest level of metallurgy
- 100% European Base Paper from the world's best printers
- Excellent quality control facilities
- European process and resin technology



ACING ALL THE TESTS

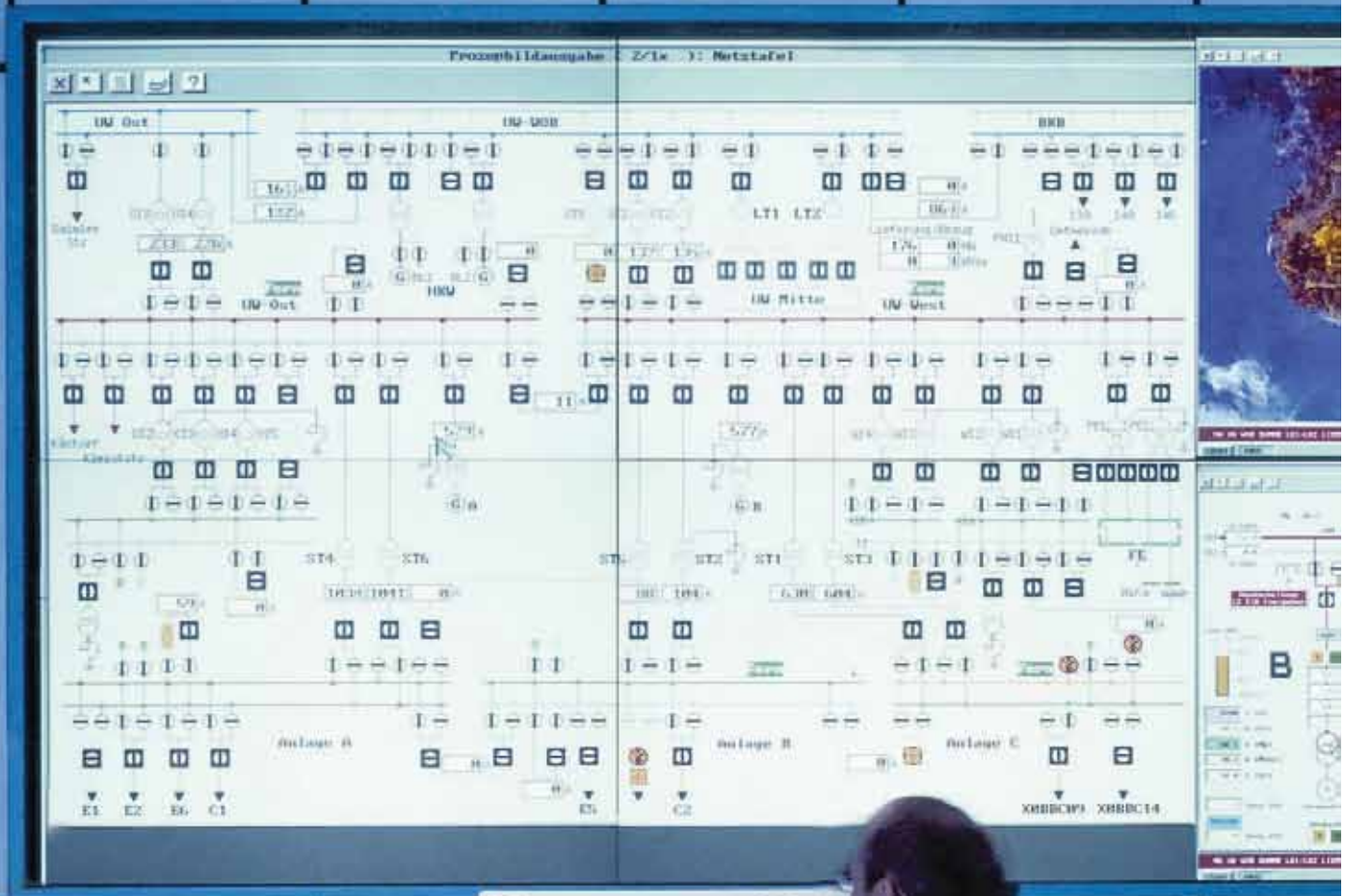
To be the best and most advanced panel product manufacturing plant in the country, just having the best production systems is not enough. For the first time in India, a plant is equipped with in-house R&D laboratories and quality-control check areas of such a large scale. A special team of European experts heads the testing department, ensuring international product quality and standards. Every single product unit is double-screened using X-Ray scans to ensure that it qualifies every level of testing and checking.

For the first time in India, a production plant is equipped with 100% computerized quality-control features like:

- Density scanners
- Weight control systems
- Water-spraying systems
- Magnetic separators
- Over-size disc separators
- Metal detectors
- Mat weighing
- Hot air pumping system
- Chip weighing system
- Line moisture analyzers
- Glue metering
- Dosing systems
- Perforator instrument
- Abrasion resistance testing system
- Porosity testing system
- Thickness controllers
- Blow detectors
- Custom built reaction vessel for R&D from Europe
- Automatic online Ph meters
- Automatic viscosity meters

Each step of the particleboard process, starting from raw material screening and input to the final sizing, involves the most advanced quality testing and checks, using the afore mentioned high-tech instruments & processes, to eliminate any defects and deviations in the product.

And if our particleboards ace all of these tests and more, they're not just the best quality boards in the country; they're the most intelligent ones too!

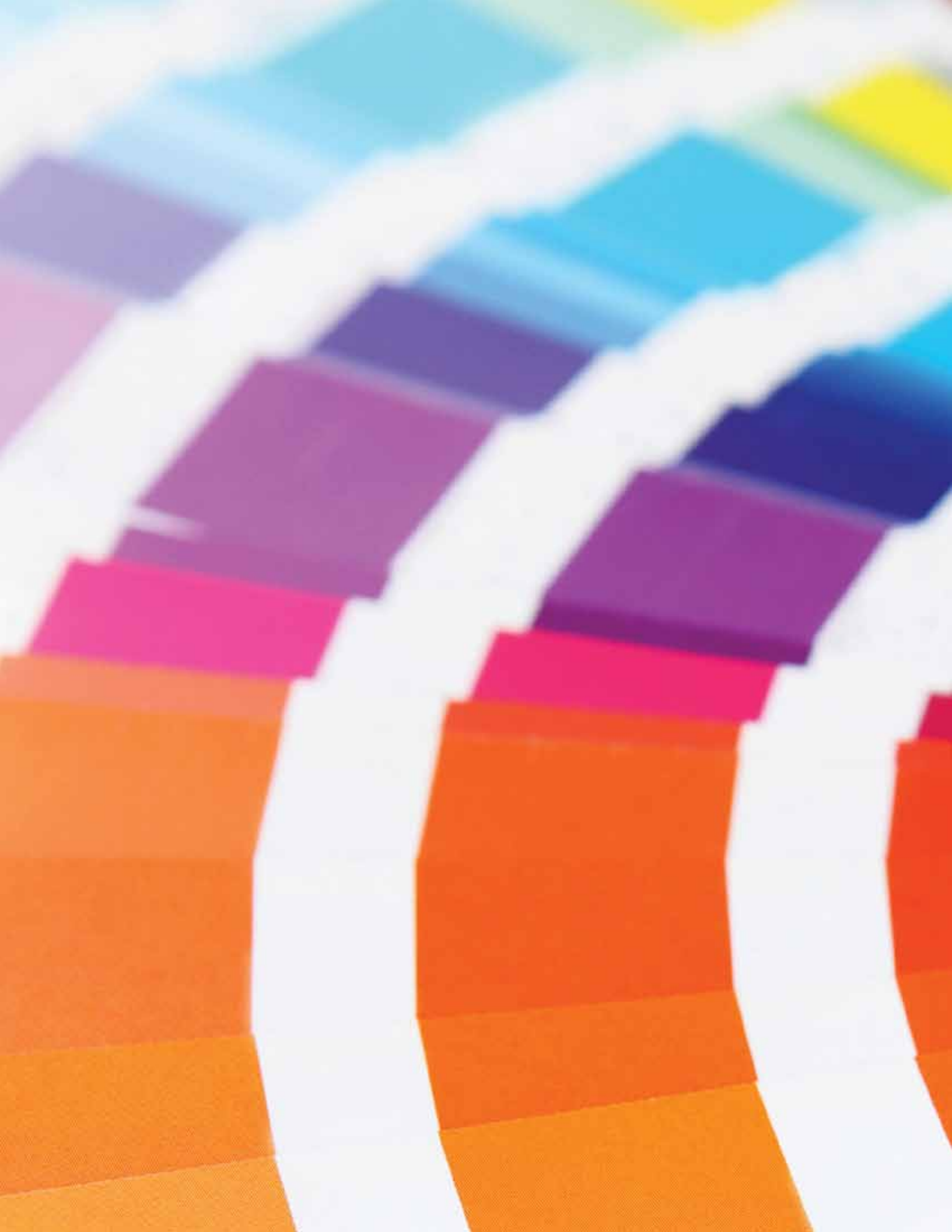


**THE
COMPLET
DÉCOR RANGE.**

**TRUSTWORTHY CHOICES.
TRUSTWORTHY BRANDS.**

THE

A world of choices, where there's a little something for everyone. Think it, imagine it and open your eyes; more often than not, you will see it in our collection. Inspired by the world around us, a palette of the finest surfaces in décor. Designs that inspire your creativity and brands that you can trust.





**Intelli-tech Boards.
Emotive Surfaces.**

When a product is being made at India's largest and finest particleboard manufacturing facility and is free from stone, sand and other foreign particles, you can be 100% certain, that every single product that leaves the plant premises is a work of art, and science too. Associate Particleboards are the most advanced plain and pre-laminated particleboards ever to be manufactured in India. Crafted such that they are "intelligent" enough to protect your tools and equipment, thereby increasing your efficiency, decreasing your down time and also care for the environment; and "expressive" enough to bring alive the spaces they are used in.

Premium Decorative Laminates.

If your interiors are words to express your taste and your personality, then the range of premium decorative laminates from Associate Laminates hands you a dictionary to choose from. Drawing inspiration from the world around us, the product design and development team has traveled to the farthest corners of the planet to source exquisite designs that shall liven up the environments they are used in. As a customer, you would find the world in our laminates product catalogue. Literally.

The word "choices" is rendered in a large, bold, sans-serif font. Each letter is filled with a different color from a rainbow spectrum: 'c' is blue, 'h' is green, 'o' is light green, 'i' is orange, 'c' is red, 'e' is pink, and 's' is light pink. The letters are layered, with some appearing slightly behind others, creating a sense of depth and movement.

A bouquet of brands that cater to every need – from partitions for a swanky office to surfaces for a personal wardrobe. And with perfect integration and management at the manufacturing end, the spectrum of choice is the widest you will find in each and every product range. ADL's brands are an architect's inspiration, an OEM's quality delight and an end customer's trustworthy choice.

See

OUR BRANDS


associate
particleboards
intellitech boards.
emotive surfaces.


associate
laminates
kyunki aap bade choosy hain!


associate
lamaze
0.8mm laminates that amaze


associate
linelam
quality decorative liners

ecoval
economy pre-lam
from associate

THE ENVIRONMENT TRUSTS US.

We believe growth is not real growth until it is shared. Unending fields of plantation in the vicinity of the plant are testimony to ADL's commitment to the environment and to society at large. It is a promise we live by and fulfill every single day. So it's not a surprise that Mother Nature too, trusts us.

1,00,0

**FREE EUCALYPT
DISTRIBUTED
1,00,000 SQ. FT. OF D**

00,000



TUS SEEDLINGS
EVERY YEAR.

EDICATED NURSERY.

DOING OUR BIT FOR SOCIETY

ADL undertakes numerous initiatives in and around the vicinity of the plant to give back to society and to Mother Nature as well. From farmer education and training programmes to social initiatives in the villages in the vicinity ADL continuously strives to deliver on its corporate social responsibility. A large number of these efforts are oriented towards assisting rural growth.

Efforts towards doing our bit are made at the plant as well. By producing real E0 and E1 grade boards, we are the most eco-friendly particleboard plant in India today. Our facility incorporates a number of emission reducing, water saving and energy saving elements in our daily functioning to help reduce our carbon footprint. Our on-going activities through the year include plantation drives, seedling distribution drives and land maintenance programmes.

The Associate Group Trust is an ISO : 9001 certified charitable trust, where we take up initiatives to help the lesser privileged sections of society. From providing free-of-cost medical care to food & supplies, and educational assistance for thousands of people every year across the country, our specialized teams ensure optimal assessment and execution of all our social initiatives, with professionalism and no bias on the grounds of caste, creed or gender.





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