



“...ONE MUST FOREVER STRIVE FOR EXCELLENCE, OR  
EVEN PERFECTION, IN ANY TASK HOWEVER SMALL, AND  
NEVER BE SATISFIED WITH THE SECOND BEST...”

... WHERE QUALITY MEETS COMMITMENT ...

## Company Profile

ESSEL Kitchenware Ltd. had commenced operation in 1996 as a diversification of the BD Goyal Group. Its first venture in disposable Cups & Containers. ESSEL started with HIPS plastic cups & Glasses and further down the line moved onto EPS and EPE foam products. More advanced and lightweight, it now offers microwave compatible product range. The only company to present more advanced EPE, HIPS, PP and EPE product line throughout the country. ESSEL is a pioneer in producing food graded, recyclable, eco-friendly, hygienic and affordable disposables that make food easier to both serve and carry.

## Vision

- We will further explore and create the best product range in disposable tableware, dinnerware and protective packaging.
- We will anticipate, identify & supercede needs in dining & disposing dinnerware, making both an equally pleasurable experience. We will be the best in protective packaging.
- We will own Multi-locational plants to cater to diverse demographic requirements.
- We will be one of the most sought after Global leaders in these diverse business by bringing delight to the people we serve.
- We will be one of the top most sourcing & buying house being globally acclaimed internationally & be the best of its kind having multiple branches all over India & the world at large.

## Mission

- Our products will recognize no competition which is more important than constantly competing with themselves only.
- To cater to Every Home...Everywhere... with Pride, Passion and Performance.
- We will continue to improve & add value to our products, processes & people.
- We will enhance our integrity, transparency & ethics, for ultimate satisfaction to whom-so-ever we deal with.
- We will keep abreast with global technologies to fulfill our vision.
- We will develop a highly spirited, ambitious & dexterous work force that will be our pride.
- We will offer eco-friendly product solutions to the society with our entire product range & thus contribute towards a Greener Society.

## Group Profile

An underline of the BD Goyal Group that was established in 1960, ESSEL is backed by a rock hard foundation that has a considerable reputation for their quality product in the field of Iron & Steel for the last 43 years.

Major Companies under BD Goyal Group are as follows :

- ESSEL Kitchenware Ltd.
- ESSEL Thermoware Pvt. Ltd.
- SL Polypack Pvt. Ltd.
- ESSEL Polypack Pvt. Ltd.
- Arham Sourcing Pvt. Ltd.
- Arham Mangal Ltd.
- BDG Polymers Pvt. Ltd.
- BDG Realtors Pvt. Ltd.
- ESSEL Logistics Pvt. Ltd.



- A one stop destination for all your needs in disposable with wide range of Cups, Bowls, Glasses, Dishes, Compartmental Dishes. Burger Boxes and Containers offered in EPS, HIPS & PP.
- Under the same roof, we also provide Expanded Polyethylene products in various thickness in forms of rolls, sheets customized fitments, etc.
- Our production facilities are backed by state-of-the art machineries from extrusion to printing controlled by efficient Engineers and skilled Technicians followed by a strict quality control to maintain and ensure that unit coming out of our shelves is as per the set parameters and guidelines of ISO 9001:2008, SGS, DUNS, SVHCD & the FDA of United States of America.
- ESSEL believes in quality and excellent service.

## Flexifoam

Cellular Expanded Polyethylene or EPE as it is known is a closed cell, non-cross linked product expanded from low-density polyethylene resins using eco friendly Butane as a blowing agent. EPE has an excellent characteristic of thermal insulation, elasticity and shock absorption. EPE is CFC free, available in standard forms of rolls and sheet.

EPE has strong chemical resistance and is weather/waterproof. It is a versatile product that is flexible; offers excellent cushioning; can regain shape after shock; is fracture, shatter and crumble proof as well as is virtually impermeable for liquids. The product finds widespread use in Packaging, Sport good, Footwear, Thermal insulation, Automobile, Construction, Defense and Marine industries.



## EPS(FOAM)

### Advantages

- Light-weight & convenient
- Easy to handle Microwaveable.
- CFC free, thus more eco-friendly
- Economical & hygienic
- Made of fresh and prime granules
- Wide range, offering more options to end users





EPS(FOAM)Plates(Plain)

ITEM	TOP DIMENSION	HEIGHT
6 No. Plates	150 mm	16 mm
7 No. Plates	190 mm	17 mm
9 No. Plates	220 mm	17 mm
10 No. Plates	250 mm	20 mm
12 No. Plates	290 mm	25 mm



\* The technical specifications are subject to change without prior notice.

EPS(FOAM)Plates(Compartmental)

ITEM	TOP DIMENSION	HEIGHT
10 no. 3CP Plates	250 mm	20 mm
12 no. 4CP Plates	290 mm	28 mm
Rectangle 3CP Plates	240x195 mm	30 mm
Rectangle 4CP Plates	273x213 mm	28 mm
Rectangle 5CP Plates	280x209 mm	35 mm
Rectangle 5CP Lid	295x215 mm	—



\* The technical specifications are subject to change without prior notice.

EPS(FOAM)Trays

ITEM	TOP DIMENSION	HEIGHT
Small Tray	125 x 165 mm	30 mm
Medium Tray	192 x 142 mm	26 mm
Large Tray	145 x 185 mm	40 mm



\* The technical specifications are subject to change without prior notice.

EPS(FOAM)Bowls

ITEM	TOP DIMENSION	HEIGHT
4 oz Bowl	91.5 mm	36 mm
6 oz Bowl	120 mm	38 mm
8 oz Bowl	153 mm	41 mm
Oval Bowl	155 x 107 mm	28 mm
Square Bowl	97 x 104 mm	31 mm
Hexagonal Bowl	130 mm	35 mm



\* The technical specifications are subject to change without prior notice.

## HIPS (PLASTIC REGULAR)

### Advantages

- Light-weight & convenient
- Easy to handle Microwaveable.
- CFC free, thus more eco-friendly
- Economical & hygienic
- Made of fresh and prime granules
- Wide range, offering more options to end users





## Uncrushables & Straws

### Advantages

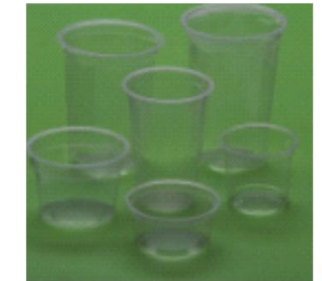
- Light-weight & convenient
- Easy to handle Microwaveable.
- CFC free, thus more eco-friendly
- Economical & hygienic
- Made of fresh and prime granules
- Wide range, offering more options to end users



## Xclusivpac

### Advantages

- Re- Cyclable
- Superior quality
- Better aesthetics
- Environment-friendly
- Made of fresh and prime granules
- Hygienic alternative to conventional wares



## C-Fine

### New and Advanced

C-fine cups are the latest development in disposables dinnerware. They are chemically blown plastic foam containers, made of food graded polystyrene resins. Glassy and glittering with a pearl-like finish, C-fine containers are light, durable and eco friendly. Their high strength and low thermal conductivity make C-fine cups the ideal choice for both hot and cold beverages.



In European countries, companies like Movenpick Ice Cream, Nestle, Kwaliti Walls are already using C-fine cups extensively.

### Properties

1. Food graded
2. Re-cyclable
3. Suitable for temperature from -300C to 900C
4. Fine cell structure gives a glassy and pearl like finish



### Advantages

- Can be printed in colorful designs & styles
- More economical than conventional EPS foam cups
- Technologically superior to traditional food containers
- Improves aesthetically with better packaging possibilities
- Can be produced in different colors and pearl-like shades.

## Quality

ESSEL assures its customers a product range of international standard and is specialized in producing best quality disposable dinnerware in every aspect. Each product from ESSEL. endures a stringent quality check at every stage-as raw material, at production and while packaging. Carefully screened by our technicians and trained personnel, our products are highly equipped to endure pressure without bending or leakage and are most suitable for serving food. Moreover every unit coming off our shelves is completely recyclable.



## Commitments

- What ESSEL commits to its every customer is a range of disposables that could easily cater to their needs at any given point of time. ESSEL is proud to supply quality products that adhere to each & every specification promised to the customer, whether in terms of size, shape, graphic design in printing, weight of the product or its impact strength.
- ESSEL promises a sound co-ordination with its distributors and agents that help us deliver our products almost anywhere in India, even in the neighboring countries. This in turn ensures for the timely delivery to the consumer.
- ESSEL maintains foolproof packaging that allows easy handling and no tampering of goods.
- We are committed to our customers at every stage-from pre delivery to post delivery.

## Our Strengths

### Certifications:

We are accredited with both the ISO 9001:2008, SVHCD, SGS Global Migration Certificate & PLMA Certificate which only adds to prove our ability in the arena of disposable kitchenware.



- A customer is the most important visitor on our premises
- He is not dependent on us. We are dependent on him
- He is not an interruption of our work; He is the purpose of it
- He is not an outsider to our business; He is part of it.
- We are not doing him a favour by serving him; He is doing us a favour by giving us the opportunity to do so.



ESSEL has equipped itself for peak performance . A state of art factory with latest technology and modern machinery including 6 color printing facility. An employee pool of highly skilled professionals, with exceptional level of experience and dedication. A stringent quality control set up of international standards, with a sound support base of reliable vendors. An elaborate in house set up that provides everything from extrusion to printing.

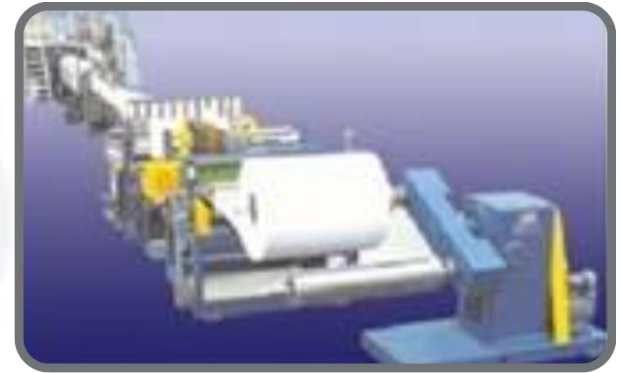
## *A one Stop Solution for Disposables*





Extrusion Section

We have both indigenous as well as imported, technologically advanced machinery for extrusion of EPS & HIPS. Having our own in-house extrusion line facilitates the thermo-forming department with regular supply of sheets. This ensures complete quality check and a steady production. The co-ordination of supply between extrusion and thermo forming helps us maintain low cost and scheduled delivery.





Forming Section:

The most important stage of processing is the forming section for which ESSEL has a huge infrastructure for smooth functioning. To carry this we have a standardized set-up of both indigenous and imported machinery that are run by a team of well-trained technicians & engineers of considerable expertise. Every stage of forming section is continuously monitored and recorded by these personnel for a thorough quality check before we move to the next stage.



Printing Section:

ESSEL has six-color printing units with UV technology having an installed capacity of more than 15 million cups per month. The printing department is supervised by a set of qualified & experienced print technologists.



Storage facility:

We have our own in-house buffer stock of both raw materials and finished goods. Starting from granules to packaging, we have ample stockpile to provide for any shortage in supply or to meet immediate orders for regular items. Our suppliers are well reserved at hand and can offer even at short notice.



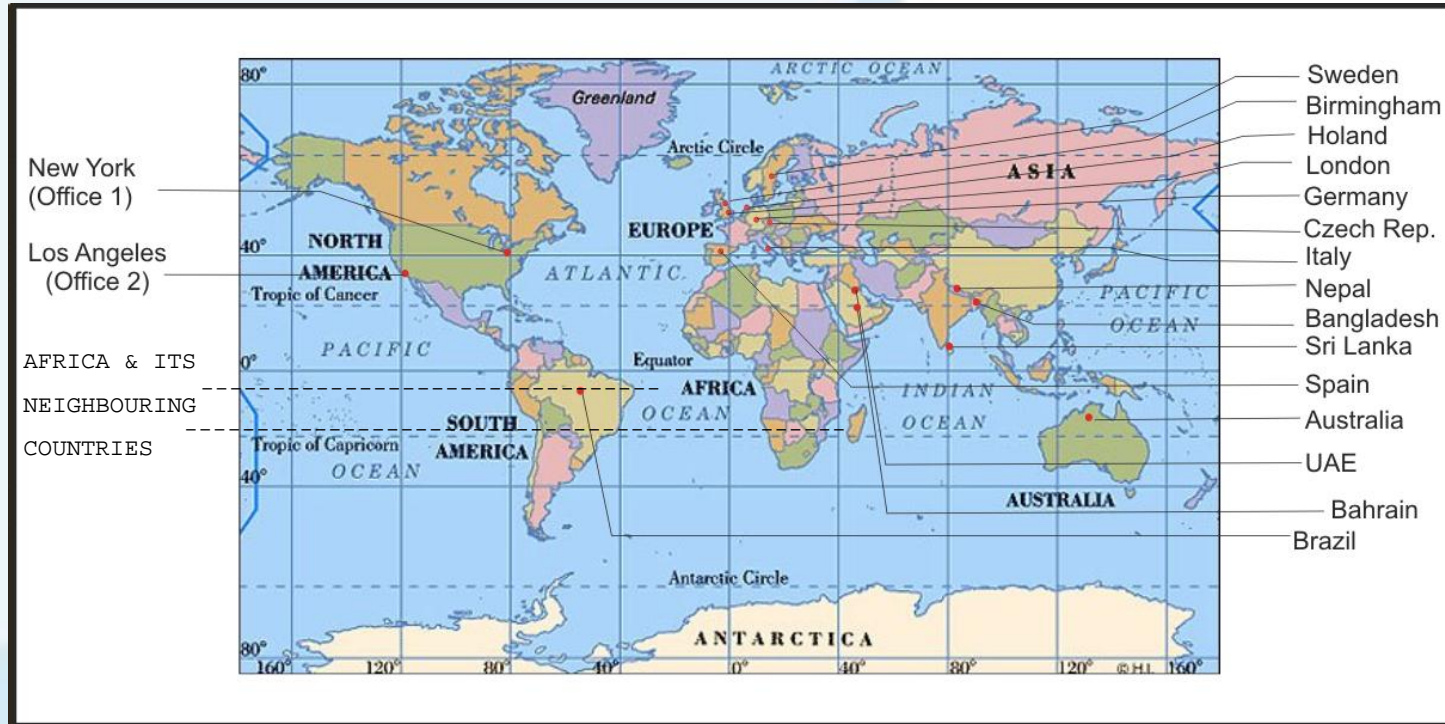


ESSEL has a chain of distributors spread nationwide , who are sound to deliver its products almost anywhere in India.



DOMESTIC MARKETS

ESSEL has a chain of distributors spread internationally, who are sound to deliver its products almost anywhere in the World.



## INTERNATIONAL MARKETS



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