



Message from Director's Desk...

HAPPY - MONSOON

After getting good response from *Amulya Times vol.1*, it is my pleasure and privilege to release **AMULYA TIMES Vol.2**.

As you know, Amulya mica follows the mantra of 'Constant Up-Gradation' and provides priceless solution to its patron. Following this mantra, we have brought *first time in India* for you a NEW product '**SYNCHRONIZED LAMINATES – 1.25mm' (Registered Emboss) where grain and textures are truly matched with natural wood textures. You can feel touch sensation of exact texture of natural veneer.**

I am very much pleased to inform you that we have achieved certification of Registration of **C.E. Marking for our products of Purbanchal Laminates Pvt. Ltd. from QSA international U.K. Our registration no is 1505459.** C.E.marking certificate is required to export goods in European countries. So Amulya mica is slowly but steadily going to be an international brand.

We, Amul Boards Pvt. Ltd & Purbanchal Laminates Pvt. Ltd firmly believe that Corporate Social Responsibilities (CSR) is not just an additional function to the business. Rather, it is ingrained in our core business operation. Under CSR activities, the company carries out '**TREE PLANTATION**'. Till now by joining hand with 'Give India'(NGO) Mumbai, we have planted **27500 trees in Jodhpur, Rajasthan Thar desert, the area which is one of the most barren land scape on earth.** Besides this , this year we have also planted **2500 trees at DWARKA ,Gujarat with "GROW TREES" foundation, Mumbai – a small initiative to make holy place Dwarka 'GREEN' and gifted co-branded E-certificates** about the same. Eminent personalities like Prime Minister of India , the President of India, ministers of various countries, Sachin Tendulkar etc. have been gifted with **Grow Trees certificates.**

Like last f.y. 14-15, this year too, we are planned to participate and exhibit our products in **The Economics Times -Ace-Tech-2015 at Bengaluru from 09th Oct/15 to 11th Oct/15 and Delhi from 17th Dec/15 to 20th Dec/15** for brand awareness to our 'Design Conscious ' people to fit in their life style.

Challenges and competitions are more but we believe with hard work, continue dedication and strong determination , we will accomplish our GOAL and fulfill all dream.

GOOD LUCK !

– Rakesh Agarwal

Published By:

Purbanchal Laminates Pvt. Ltd.
(A Govt of India Recognised Export House)

Maker of Amulya Mica

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Amulya mica...

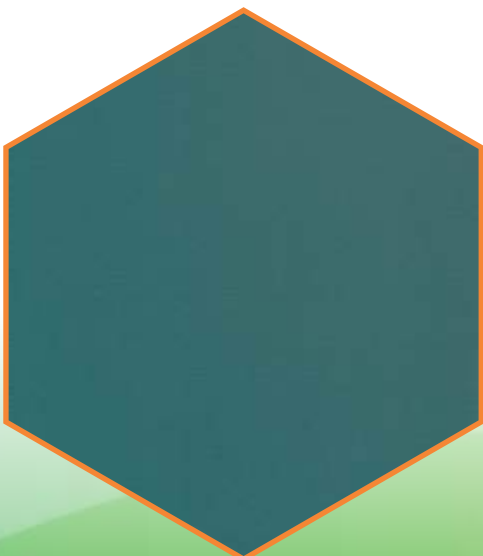
different Range of Products....

Amulya Mica is manufactured more than 500 design and 60 finishes like suede, matt, glossy and textured from imported design paper like Chiyoda, Techno cell, Shatt decor, suddekor, interprint, Decotec etc. You may get following finishes as per thickness :

1mm thickness	= 26 finishes
0.80mm thickness	= 20 finishes
Amulya Ultra	= 18 finishes
Synchronized Laminates	= 5 finishes

The following are the different types of Laminates being manufactured by Amulya Mica.

- **High Pressure Decorative Laminate**
- **Post Forming Laminate**
- **Seven Wonders Range of Amulya Mica** (10 Exclusive Premium Décor Designs procured from Chiyoda Corporation with exclusive marketing rights for South East Asia)
- **Unicore** (made with core of same Décor paper as on the surface giving an aesthetic look to the edges of the laminates.)
- **Amulya Plus+** (Scratch Resistance Laminates) : Amulya Plus is made from specially formulated resins, selective décor and kraft paper and very high glossy press plates. It is effectively resistant to scuff, mar & scratch along with having aesthetical look and suitable for various applications such as Kitchen, lounges, restaurant, malls, spa, bar etc..
- **Exterior Grade Laminate** – Exterior Grade compact high pressure laminate as per EN 438-6 is made from high quality kraft & decorative paper with high pressure & temperature using specially treated hardened resin. It comes with high UV and weather resistant properties which makes ideal for exterior and cladding facades. The company is planning to launch this product commercially in mid Oct/15.
- **Industrial Compact LamLiner Grade**
- **Marker Board**
- **Chalk Board**
- **Door Size Laminate namely Amulya Metallic Door Guard** : Amulya's Metallic Door Guard are unlike other traditional door skin and possess all the properties and advantages of decorative laminates. It is manufactured with state of art technology **using pure Phenol-Formaldehyde Resin and high quality imported decorative papers and foil** so that quality of Amulya mica is maintained. It is so designed to give **a soothing feel and an aesthetic look to doors & wardrobes**. It is available in more than 40 elegant designs in **MATT** finish and different textures and in size of 8'x4' and 7'x3.25' in 1mm thickness.
- **Synchronized Laminates-1.25mm** (Registered Emboss) : In **Synchronized laminates, grain & textures are truly matched with natural wood textures**. One can feel touch sensation of exact texture of natural veneer. It is manufactured with laminate press plate, design of which is synchronized with actual wood grains. **Amulya Synchronized laminates gives the real feeling of natural wood even with look and touch just like Wood veneer.**



Amul...

different Range of Products....

Amul Boards Pvt. Ltd. : The Company sells its different products plywood, Block Board & Flush Door under the brand name “AMUL”, “SAKET” & “HERCULES”. From Quality wise “Amul” stands parallel to any other market leader. The following are the different ranges of products :



- **MR. Grade Plywood** : It is mainly made from selected imported **GURJAN hardwood** duly fortified with **Melamine resin**.
- **BWR Grade Plywood** : It is mainly made from selected imported **GURJAN hardwood** and is **Phenol Formaldehyde (PF) bonded** which makes it boiling water resistant.
- **Marine Ply** : Amul Marine plywood is specially treated plywood that is designed to resist rotting in high –moisture environment. **It is mainly used in construction of docks, boats and other marine vessels.**
- **1mm Flexi Ply** : Amul 1mm Flexi Plywood is manufactured with both side commercial Face as well as One side Teak Face. The exclusiveness of the product is that it can be bent along the grains, across the grains, forward backward and also diagonally.
- **Teak Ply**
- **Block Boards (MR & BWR Grade)**
- **Flush Door** : Amul Flush Doors are made of Kiln seasoned imported Maranti hardwood with Gurjan core and face. Sensing the taste of professional architects for modern housing as well as commercial projects, the company has successfully introduced a range of **LAMINATED FLUSH DOORS**. Decorative laminate of different designs are being Machine Pasted in flush doors applying a very special type of adhesive.
- **Fire Retardant Ply & Doors** : Fire Retardant plywood & Door is a type of plywood which is treated with special Fire retardant chemicals at time of manufacture, so that it becomes better at resisting fire. It is also known as FR grade plywood. The Fire Retardant resists fire and kinds of insect fungi & borer, besides being boiling water resistant. It is also Non – Hygroscopic in Nature. (Hygroscopic is the ability of a substance to attract and hold water molecules from the surrounding environments) It means **Fire Retardant prevents FIRE to SPREAD**. Now the latest stipulation in national building code has necessitated the use of fire Retardant doors in high rise building. Slowly it is expected to find market in all type s of building. **AMUL Fire Retardant PLY & Doors are available in thickness ranges from 4mm to 35mm with standard size sheet such as 8'x4'.**
- **Amul PF Platinum Plywood** : The company has launched a new product Amul PF Platinum Plywood **with Life Time Warranty against all kinds of insect attack**. This is zero Gap Plywood with thicker face and higher percentage of Glue Line poisoning. The structure stability is further assured by use of Unisex imported Timber and long Panels and wider Cores. **Together with life time warranty, the company also undertakes to either replace or to compensate up to twice the value, in case of any unlikely event of insect Infestation.**

First Time in Laminate

AMULYA SYNCHRONIZED LAMINATE

A touch & feel sensation of Natural Veneer



Launched at Glittering ceremony of 5th International Dealers & Distributors conclave at BALI , Indonesia on 26-May-15.



Advantages of Using Synchronized laminates

- Amulya Synchronized Laminates give the real feeling of natural wood even with look and touch just like wood veneer.
- It has low maintenance as compared to natural veneer
- It saves the environment as it fulfills the real look of natural veneers.
- Long life as it is made with imported decorative paper in India's best laminate press.
- It is highly resistant against burns & stains.
- It is perfect replacement of natural veneer as it gives the same look and feel as natural veneer.

Properties:

Application Possibilities - Anywhere regular laminates can be used

Thickness - 1.25mm

Size - 2.44mm x 1.22mm

Glimpses' of Interzum-Cologne - 2015 Germany Exhibition from 05th - 08th May -15



Hall :
06.1



Stand No :
D075



All India Sales Meet at Velvet Clarks Exotica, Chandigarh from 15-Apr-15 to 17-Apr-15.



– Dr. Ujjwal Patni motivated Sales team with his vibrant speech on positive thinking and real stories of life.
Dr. Ujjwal Patni with MD Shri Rakesh Agarwal



5th International Dealers & Distributors conclave at BALI,



Indonesia on 26-May-15.



Glimpse's National Events...



Indore Dealer
Meet on 12-April-15 at Hotel Sayaji
in association with Distributor
Shri Sumit Maheshwari
of New Plywood Centre

Dhamnod ,M.P.
Contractor Meet on 12-May-15,
Distributed LAPTOP, MOBILE
under scheme.



Bhatinda, Punjab
Architect Meet on 16-May-15
in association with dealer
Shri Sanjeev Jindal of Jindal Plywood

Carpenter Meet at Fazilka -
Punjab dated 22-Jul-15



Patron Speaks...



I am honored to be attached with the **Purbanchal Laminates Pvt. Ltd.** It was my privilege to inaugurate the godown/Show Room of the Company at Lucknow about 10 year ago. I had the opinion that the Company will certainly grab a good share in the market. All Products of “Amulya” are of top standard and facing very less problems. The Company launched the “SYNCHROLAM LAMINATE” which is for the elite class of buyers. I hope the Architects will certainly specify this mica. Your Amulya Times is also very beneficial for the architects, dealers and big buyers. My good wishes for the popularity of the same.

– **Shri C.P. Agarwani**
Ply-House, Lucknow. (M) 9415018675

During my BALI trip for Amulya Mica Conference, Your arrangement were so excellent that I did not miss home and keep enjoying every moment, filled with Grandeur. The tour arrangement was so good as **the products of Amulya mica**. I sincerely wish all the success to you Amulya mica team and **wish that whole world gets updated with your products.**

– **Ar. Neeta Kulkarni**
Neeta Kulkarni & Associates, Pune. (M) 9890209026



Amulya mica's product has always made us happy & satisfied right from design & texture to overall aesthetics value. We always recommend Amulya mica to others who want to see their dream interior in REALITY.

Vincal Jaidka ,
J.Square, Mohali, Punjab. (M) 9872815438

I have only one word to say is “EXCELLENT” regarding Designs, Quality and Service. This is the only brand where we didn't face any quality issues. Best of luck and we expect same in future.

– **Murali V Gowda**
ID. Space, Bangalore. (M) 9886703256



Amulya mica is well known for its state of art manufacturing process production of amazing designs and textures of high pressure decorative lamination ply wood teak ply block board etc . It also gives us immense pleasure for modern digitalization concept of Amulya's smart Apps- Kiosk , utmost precision to convey great impression to customize in the Indian markets. It gives an excellent services of versatile product of perfection and providing priceless solution for various patron. I hope and believe your all products better than the best and extended our genuine thanks to your associated frame work .

– **Ar. Ruby Singh & Ar. Harsharan Singh**
Archi Hives, New-Delhi. (M) +91 9810000629



SHUBH & LAABH All in the family...

The legends and accounts of the marital status of Lord Ganesha are diverse and vastly varied. However, according to some Puranic tales, he is married to Riddhi & Siddhi, who are said to have borne him a son each: SHUBH (auspiciousness) and LAABH (benefit or profit).

It is believed that devotees who worship the sons of Lord Ganesha attract happiness and wealth into their homes. In fact, at outside the doors of many Indian homes, **is the symbol of the Swastika with two lines on either side, with Shubh Laabh written over it in Devanagiri script. The artwork symbolizes Lord Ganesha in the centre (the Swastika being considered his primary symbol) and his wives Riddhi and Siddhi on either side depicted by the double lines, with the names of their son over it.**

In Hindu mythology, we found interesting story behind this tradition. The symbol of Ganesha, his wives and sons implies that the household invites not just the Lord into their house but his entire family. Some believe that doing so, Lord sees no need to leave a devotee's household to return to his own. **CLEVER INDEED!** And when Ganesha lives on in a household, it is no secret that he brings with him Riddhi(wisdom) to turn intelligence into shubh (auspiciousness). Also, this Lord of wisdom ensures that Siddhi (spiritual powers or perfection) blesses the family with Laabh (profitability).

Little wonder then, that businessmen and traders across the country also open their account books for the financial year with the worlds **Shubh and Laabh written on the first page** – their modest way of invoking two powerful deities and their everlasting blessing into their lives.

**Happiness and Prosperity endure
where there is sharing, caring and mutual respect.**

Ref : Lord Ganesha
by
Dr. Dharmendra Bhandari

The Trend Analysis

Trends in the architectural and interior design world have developed greater synthesis with the fashion world. Your private world and your physical self are increasingly in tune with your living space. This new dynamic is changing the way we define trends.....because they are no longer isolated. People are increasingly aware that anything in their home makes a statement about them. **Design is all about re-enforcing individuality now. Which means there are no strict rules, other than one - 'Reflect your individuality'.**

Modern design meets mid-century interior concepts to create spaces that give us the best of both worlds...old and new. Eclecticism is in. (i.e styles or different types of ideas to gain complementary insight into a subject.) This is the time when that antique piece of furniture can be placed alongside your contemporary straight-line sofas, and not look out of place. **Mix and match is the trend as aesthetic independence becomes more pronounced.**

Colors are bold. People are getting bolder. A few years back could anyone imagine having a red bedroom ??? Now the trend.....

Osho's

Third Dimension of Holistic Education : Art of Living

Osho's vision of education is five dimensional. The first dimension is informative like language, history, geography etc. The second dimension is the science.

The third dimension will be what is missing in present day education, **the art of living**. People have taken it for granted that they know what love is. They don't know..... and by the time they know, it is too late. **Every child should be helped to transform his anger, hatred, jealousy into LOVE.** An important part of the third dimension should be a **sense of HUMOUR**. Our so called education makes people **SERIOUS**. People forget the **language of laughter** --- and the one who forgets the language of laughter has forgotten much of life. So **LOVE, LAUGHTER and an acquaintance with life and its WONDERS, its MYSTERIES** these birds singing in the trees should not go unheard. The trees, flowers and stars should have a connection with your heart. Sunrise and sunset will not be just outside things – they should be something inner too. **A reverence (in hindi means Shradha & Bhakti) for life should be the foundation of third dimension.** A great reverence for life should be taught, because life is godliness and there is no other godliness than life itself, and joy, laughter, a sense of humour ---- **in a short a dancing spirit.**

The fourth dimension as per OSHO should be art & creativity: painting, music, craftsmanship etc. The fifth dimension will be all the meditations - feeling an eternal life inside within itself.

[ref: www.oshoworld.com]

Colour Theory for Designer : Part II

The meaning of COLOUR

As we have discussed about **WARM Colours** (Red, Yellow & Orange) in our first volume of Amulya Times , now in this volume we will discuss some **COOL Colours**.

Warm Colours reflect Passion, happiness, Enthusiasm & energy, where as Cool Colour include **Green, Blue and Purple** are more subdued(soft & restrained) than warm colours. **Cool colours are the colors of night, of nature, of water and are usually calming relaxing and somewhat reserved.**

Use Cool Colours in your design & interior to give a sense of Calm or professionalism.

BLUE (Primary Colour) : Blue is often used extensively to represent **calmness and responsibility**. **Light Blue** can be **refreshing and friendly**. **Dark Blue** are more **strong, reliable and energizer and excellent for corporate sites or designs where strength & reliability are important.**

Blue is also associated with **Peace** and has spiritual and religious connotations in many culture and traditions.

GREEN (Secondary Colour) : **Green** is a very **down-to-earth colour**. It can represent **new beginning and growth**. It also signifies renewal and abundance. In design, Green can have a balancing and harmonizing effect, and is very stable. It's appropriate for designs related to **Wealth, stability, renewal and nature**. **Brighter green** are more **energizing and vibrant**, **White olive green** are more representative of **the Natural world**. **Dark Greens** are the most stable and representative of **affluence (Prosperity & Luxury)**.

Purple (Secondary Colour) : **Purple** was long associated with royalty. It's a combination of Red & Blue and takes on some attributes of both. It's associated with creativity and imagination, too.

Dark Purples are traditionally associated with **wealth and royalty**, **white light purples** (Like Lavender) are considered **more Romantic**. In design, **dark Purples** can give a sense of **Wealth and Luxury**. **Light Purples** are Softer and are associated **with spring and romance**.

Some design of Amulya mica

