

# EcoFlex



## S A F E T Y F L O O R I N G

1, May 2005

Corporate Update

### The Company



**EcoFlex Safety Flooring** is manufactured by EcoFlex Flooring Pvt. Ltd., a division of the Mumbai-based Sah & Sanghi Group. Established in 1960, Sah & Sanghi are leaders in the automobile dealership segment. The Group made a foray into the flooring business nearly four years ago. Today, EcoFlex Flooring Pvt. Ltd. is the only company in India that manufactures rubber-based safety flooring. It has an impressive list of clients, which includes the Hiranandani Group, K Raheja Corp., K Raheja Universal Pvt. Ltd., Nirmal Lifestyle, ITC Hotels, Park Hyatt Hotel, Kangaroo Kids, Euro Kids, Talwalkars Gym, Golds Gym, Syzk Gym, Nanoli Stud & Agricultural Farms, Poonawalla Stud & Agri. Farm, Royal Western India Turf Club, etc.

### The Product

A revolutionary new product, EcoFlex Safety Flooring is made of meshed granular rubber pieces, EPDM colour granules and polyurethane. One look at the benefits on offer and you will know why EcoFlex surfaces are superior to conventional flooring options for they offer safety above all. Speaking on the recent launch of Playsafe, Vasundhara Sanghi, MD, EcoFlex Flooring Pvt. Ltd. said, *"The most invaluable aspect about Playsafe is the unmatched safety it offers to children. It is a product that will ease the worries of a parent for whom the safety of his/her child is paramount in all surroundings, be it the school or a playground in the building."*



### The Clients

Some of the customers who have acquired EcoFlex surfaces in the recent past and displayed great delight in the product include Hiranandani, K. Raheja, Nirmal Lifestyle and HUDA. Here is what Anand Mohan - HUDA - had to say about the EcoFlex surface installed at the Lumbini Park: *"Hyderabad's newest theme*

*Park, the Lumbini Park boasts of the best in modern amenities and services. One of the highlights of the park is its flooring, which has been laid out using a state-of-the-art EcoFlex surface. With technology taking giant strides and the quality of life improving every day, materials like EcoFlex that provide that extra degree of comfort and safety only reinforce our faith in the future."*

### The Initiatives

Whether it is Corporate Communications, Public Relations, In-house activity or Mass Media, several initiatives are being envisioned and executed to enhance the impact that the company wants to create.

## Corporate Communications

In order to create awareness about safety flooring and showcasing the great value that EcoFlex surfaces bring, a range of marketing material has been devised, viz. brochures, leaflets, design dossiers and flip charts.

## Public Relations

The concept of safety flooring and, in particular, EcoFlex surfaces, needs to reach a wider audience of architects, interior designers, and corporate and household decision makers. This will be accomplished through articles about EcoFlex that will be circulated in monthly magazines like Inside Outside, Inside Outside Megashow, Interior Bazar, Society Interiors, Sourcing Hardware, etc.

## In-house

If a tree has to some day grow and bear fruit in all its glory, the roots have to go deep and strong. We have started an on-site studio at the corporate office. This studio will be the focal point of all the communication that goes out and will form the root of the tree that we know as EcoFlex Safety Flooring.

## Mass Media

Articles about EcoFlex and the launch of its products are doing the rounds of major newspapers. These not only provide awareness about the company but also talk about its products and their benefits.

A full-fledged write-up on EcoFlex and the launch of Playsafe, along with a quote from Ms. Vasundhara Sanghi, also appeared on the [indiainfoline.com](http://indiainfoline.com) portal.

### ‘इकोफ्लेक्स’ तर्फे मुलांच्या सुरक्षेसाठी ‘प्लेसेफ’ फ्लोरिंग भारतात सादर

साह आणि सांघी समूहातील इकोफ्लेक्स फ्लोरिंग प्रा. लि. कंपनीने ‘प्लेसेफ’ हे नवे, अत्याधुनिक फ्लोरिंग भारतात सादर केले आहे. शाळा, क्रीडांगणे, इमारती अथवा बागांमध्ये मुलांच्या सुरक्षेसाठी ते आदर्श असल्याचे कंपनीने नमूद केले आहे. विकसित देशांत ‘प्लेसेफ’ सुरक्षा फ्लोरिंगचा शाळा व खेळाच्या ठिकाणी वापर कायद्याने अनिवार्य आहे.

हे फ्लोरिंग मऊ असले तरी गुळगुळीत नसल्याने त्यावर बसून पडण्याची शक्यता नसते. धक्का शोषून घेण्याची क्षमता असल्याने अपघात अथवा दुखापत होत नाही. विखल, वाटू अथवा धूळ यांच्याशी संपर्क टाळणारी रचना असल्याने विशेषतः दमा व अॅलर्जीचा त्रास असणाऱ्यांना या फ्लोरिंगचा अधिक फायदा होतो. पेट्रोल, तेल, सॉल्व्हेंट अथवा आम्लाला हे फ्लोरिंग प्रतिबंध करते. दीर्घकाळ टिकते, आवाज शोषून घेते व अतीनील किणवांचा त्यावर परिणाम होत नाही. प्रुष्ठभागावर पडलेले पाणी सहज वाहून जात असल्याने पावसाळ्यात उत्तम उपयोग होतो. ते पूर्णपणे पर्यावरणसुरक्षित व खर्चबचत करणारे असल्याचेही कंपनीने कळविले आहे.

### “Sakaal” article

EcoFlex Flooring Pvt. Ltd., a division of the Sah & Sanghi group, has launched its new innovative flooring called Playsafe for the first time in India. This flooring can be used in children’s playgrounds, schools and parks. Safety flooring is mandatory in developed countries because of the benefits it offers.

The flooring has anti-skid, impact absorption properties and helps eliminate unhygienic contact with mud, sand and dust, which helps prevent allergies. Playsafe’s environmentally friendly, easy draining and absorption qualities make it an ideal product for use in the above places.

### “Prabhat” article

EcoFlex Flooring Pvt. Ltd. has launched its new innovative flooring called Playsafe in India. Playsafe prevents injuries in case of a fall, has easy draining, anti skid properties and can be used in children’s playgrounds, schools and parks.

### प्लेसेफ फ्लोरिंग

मऊ पण गुळगुळीत नसलेले आणि मुलांसाठी सुरक्षित असे प्लेसेफ फ्लोरिंग इकोफ्लेक्स कंपनीने मार्केटमध्ये आणले आहे. या फ्लोरिंगवर पडल्यास दुखापतीची शक्यता नसते. पाणी वाहून जाते, अशी अनेक वैशिष्ट्ये या फ्लोरिंगची आहेत. बागेत, शाळेत किंवा इमारतीत हे फ्लोरिंग उपयुक्त ठरू शकते, असे कंपनीचे म्हणणे आहे.



## Rubber Granules

The Company manufactures rubber granules stable grade which has wide usage in the equine industry in areas like mechanical walkers, exercises, walking paths and dressage arenas.

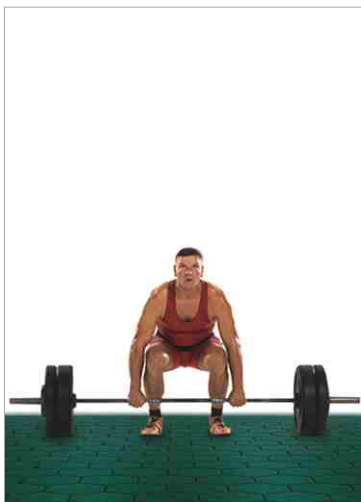
In the recent past, we have supplied this to Nanoli Stud & Agricultural Farm, Poonawalla Estates Stud & Agri Farm, Equus Stud Farm, Royal Western India Turf Club Ltd., etc.

This material is an excellent replacement to natural resources and is this now being widely used.

Internationally these rubber granules stable grade are spread over the race tracks and it also helps for the grass to hold the ground mud and grow better.



Playsafe is a specially formulated EcoFlex surface that is ideally suited to Children's Play Areas. Its biggest advantage lies in its impact absorption property that cushions falls and minimizes unwanted injuries to children. Lack of contact with dust, sand and mud eliminates incidence of allergies. And finally, anti water absorption properties ensure there is no mess or sogginess during the monsoons, making Playsafe the final word in child safety flooring for all seasons. Some of the customers who have acquired EcoFlex surfaces in the recent past and displayed great delight in the product includes the Hiranandani Group, Raheja Builders, West Wind School, Kangaroo Kids' Education Ltd., Sunderbai Thackersey Play Group, etc.



Tuffloor is a specially formulated EcoFlex surface that is ideally suited to Gymsnasiums. Its biggest advantage lies in its high durability and excellent load bearing capacity, ensuring that one need not worry about any replacement for a long time. What's more, instead of the entire surface, individual tiles can be easily replaced for specific heavy wear and tear areas. All in all, making Tuffloor the final word in flooring for gymsnasiums. Some of the customers who have acquired EcoFlex surfaces in the recent past and displayed great delight in the product includes the Talwalkar's Prime Fitness, Skyz Total Fitness, Golds Gym, Mulund Gymkhana, etc.

