



**Herculan IG Protective makes the workplace a better place**

← Shaman Ford, Mumbai's renowned Ford dealers, have installed Herculan IG Protective at their 20,000 sq.ft. workshop.

**Herculan IG Decorative jumpstarts its Indian flooring revolution**

First stop: Lee Stores' 4,000 sq.ft. showroom in Pune →



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**EcoFlex**<sup>®</sup> 

SAFETY ABOVE ALL

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### ***Watch out!***

Our next issue sees Cathedral School,  
one of Mumbai's renowned educational institutions,  
installing a Herculan surface at its basketball court.

## Herculan IG Protective makes the workplace a better place

*Shaman Ford's 20,000 sq. ft. workshop sees Herculan IG Protective installed*

Specially designed by renowned Dutch technicians keeping in mind the Principles of Ergonomics, Herculan IG Protective provides an environment that encourages efficiency and enhances safety. Best suited to car workshops, parking slots and warehouses, and having proven its worth throughout the Netherlands over the past decades, this surface is now being introduced in India through EcoFlex.



📍 *Shaman Ford, Mumbai*



📍 *Shaman Ford, Mumbai*

A technically advanced product, Herculan IG Protective comprises carefully balanced mixtures of a two-pack Epoxy and/or non-toxic polyurethane binder system. It provides a seamless wall-to-wall system that can be applied to a variety of bases, e.g. wood, concrete and asphalt, and can also be easily applied on slopes. It provides a compact (1.5 mm thick), durable, and non-permeable surface. Another plus: it requires extremely low maintenance, and can be easily cleaned with pressure washers or steam cleaners.

## Herculan IG Decorative jumpstarts its Indian flooring revolution

*First stop: Lee Stores' 4,000 sq. ft. showroom in Pune*

From the Herculan IG range of flooring systems comes another winner: Herculan IG Decorative. This surface provides an environment that enhances aesthetics, promotes safety and fosters convenience. Ideal for malls, shops and offices, this attractive surface is now being introduced in India through EcoFlex.

In terms of ease of maintenance, it is similar to Herculan IG Protective. Another technically advanced product,



📍 Lee Stores, Pune



📍 Lee Stores, Pune

Herculan IG Decorative comprises carefully balanced mixtures of a two-pack Epoxy and/or non-toxic polyurethane binder system. It is 2.5 mm thick, non-permeable and provides a seamless wall-to-wall system that can be applied to several bases.

## Sharing in fast-track growth

With business growing by leaps and bounds, and growth picking momentum by the day, more heads and hands are the need of the hour. People who understand what the business is all about, and are excited by the prospects that are in store.

We have carved out well-defined roles and responsibilities for a select team. A team that we are sure will propel us forward, as the quest for success demands.

So, in the future, if you need to contact any particular function head, you know what to do.



**Mr. Ashish Bahadur**  
Director

He will ensure sales of Herculan Sports, Artificial Cricket Pitch, Rubber Shreds and new products are well looked after. Also, Mr. Bahadur will be available for performance reviews of the entire team, once every month.



**Mr. Salil Kulkarni**  
General Manager – Sports Flooring

He will boost the pan India presence of Herculan sports flooring products, the sales of which will be his responsibility.



**Mr. Niranjan Shimpi**  
President

Mr. Shimpi will now supervise sales of Herculan IG products to automobile manufacturers and dealers.



**Mr. R. Ravikumar**  
General Manager – Marketing Partners

Will be responsible for the sales of Marketing Partners all over the country. He will be handling their area of responsibility in an independent manner.



**Mr. Victor D'mello**  
General Manager – Sales

The Mumbai market will be the domain in which Mr. D'mello and his team will operate. They will also look after sales of Mumbai's Marketing Partners.