

# COMPANY PROFILE



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DECORATIVE LAMINATES

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YOUR VISION,  
OUR EXPERTISE

Bringing  
Dreams to life  
Through design



DECORATIVE LAMINATES

"First impression is the last impression." Inspired by this principal rule of the interior design industry, Durian started its state-of-the-art factory for the manufacturing of Decorative High-Pressure Laminates on 1st Feb 2006. We have come a long way since then with 8 production lines spread across 3 manufacturing units.

At Durian, we are committed to providing you with high-quality decorative laminates that add value and a unique touch to your homes, offices and projects. Our laminates are not only visually appealing but also durable, versatile and affordable, making them ideal for a variety of applications. With backward integration into a captive Formaldehyde Plant, we ensure that our Resins are made with the best quality ingredients which stand the test of time.

We take pride in our environmentally responsible manufacturing practices and use materials and fuel that meet the highest standards of sustainability. Our goal is to exceed your expectations and ensure your complete satisfaction with our products and services.

Mr. Vishal Dokania  
(Director)



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\* Products are available as FSC<sup>®</sup>certified upon request



# The Durian Story

We at Durian have been at the forefront of the industry, creating beautiful spaces for you within your homes and offices since 1981.

With a successful start by importing our furniture, we came up with our own factories that manufacture sofas, beds, and chairs. We are humbled to have touched the lives of millions of people with our range of world-class home and office furniture, innovative laminates, sturdy designer doors, exquisite veneers, and top-grade plywood.

From being the pioneers in veneer business to being the leading furniture company and a lifestyle brand, we have come a long way since then, and the journey, so far, has been an enriching and memorable one.



# Everything we do is to facilitate in beautifying your home & workspace.

## Crafting Excellence: Pioneering Quality in Laminate Manufacturing

Durian Laminates, where excellence meets innovation in HPL manufacturing. With a steadfast commitment to quality, craftsmanship, and sustainability, we are a premier provider of high-performance laminate solutions tailored to meet your needs.

45+ years of experience in manufacturing and marketing world-class products.

1000+  
Team  
Strength

08  
Sales  
Offices

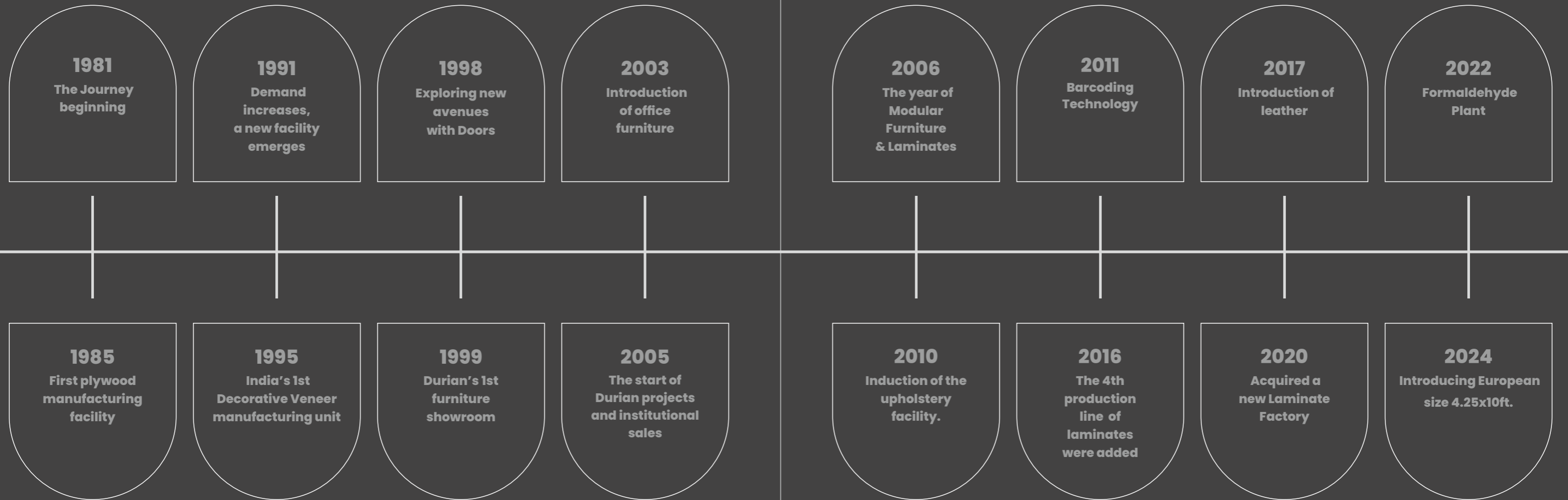
250+  
Distribution  
Network

2000+  
Dealer  
Network



# DURIAN JOURNEY & MILESTONES

An incredible journey of evolution, achievements and experiences.



# DURIAN LAMINATES JOURNEY

2006

## 1<sup>st</sup> Production Line

Chhatral - Gujarat with capacity to produce 75,000 sheets a month.

2008

## 2<sup>nd</sup> Production Line

Production capacity increased to 1,50,000 sheets a month.

2011

## 3<sup>rd</sup> Production Line

Production capacity increased to 3,00,000 sheets/month.

2016

## 4<sup>th</sup> Production Line

Production capacity to 4,00,000 sheets a month.

2020

## 5<sup>th</sup> & 6<sup>th</sup> Production Line

Dehgam - Gujarat sizes of 4X8ft and 3X7ft, Capacity increased to 600,000 sheets/month.

2022

## Formaldehyde Plant

Backward integration into a captive Formaldehyde Plant

2023

## Gas Fired impregnators

With our new gas fired impregnators we will be reducing firewood consumption by over 3700 Tons per year.

## MBR

Maximizing Efficiency and Sustainability with MBR Wastewater Treatment: 45 million liters of water per year, which is equivalent to 18 Olympic sized swimming pool.

2024

## 7<sup>th</sup> & 8<sup>th</sup> Production Line

Added 2 new production line capacity increased to 1 million sheets/month.

2024

## New Size

Introducing European size 4.25x10ft.



## Manufacturing

- On 1st February 2006, Durian embarked on a journey of manufacturing Decorative High Pressure Laminates at its state-of-the-art facility in Ahmedabad.
- Durian offers an unrivalled range of on-trend colours, patterns and woodgrains. Our laminates also come with distinct properties such as anti-bacterial, fire retardant, scratch and impact resistant making them a cut above the rest.
- At Durian, we place quality at the forefront, which is why we source our raw materials from industry leaders throughout the world, including countries such as U.S.A, Italy, France, Germany, Belgium, Japan and China. The latest innovations in design and manufacturing capabilities make our laminates a hard-wearing, durable surface choice, with styles for different environments.

1200+ Designs  
available &  
sourced world over

250+ Different  
surface Textures  
produced

22 Different  
grades of  
Laminates  
available

7-point  
Quality Control  
System

Building quality into  
every part, every process





## Our Ethos

### ■ CREATIVITY

We strive to provide unique design solutions. To achieve it, we have creative artists who keep on exploring and creating “unique design collection”.

### ■ INNOVATION

Inspiration needs to be translated into reality. We always strive to reach closer to our dreams by innovation, whether in terms of technique, formats, looks, colours, patterns, designs.

### ■ INSPIRATION

Nature as a whole inspires us towards the spectrum of colour and helps us in the decoration of our surroundings. While executing this source of inspiration, we keep on discovering our future with the help of experiences of our past.

### ■ TRANSPARENCY

We believe in transparency in all what we do, be it quality, pricing or dealing with our business associates.

### ■ PASSION DRIVEN

Our passion towards mosaic help us to innovate and create things which makes the difference, whether in product creativity or in services offered to the market.

### ■ TEAMWORK

Teamwork is the key to success. We believe to take all actions in 360° integrated approach which brings in lots of learning and satisfaction to the whole team.

# Ethical leadership leads the way



# Environment Responsible

## Responsibly Sourced Products and Materials

Durian takes seriously its responsibility to carry out business in a sustainable manner and to respect the communities and environments in which we operate. Across the company, we have adopted initiatives which aim to promote environmental management and sustainable practices, including innovative and clean manufacturing processes, sustainable procurement and energy management program.

- **Raw Material Availability:** The availability and cost of raw materials, such as resins, paper, and decorative films, can significantly affect laminate production. Changes in availability due to factors like environmental regulations, natural disasters, or geopolitical tensions can impact manufacturing costs and supply chain stability.
- **Environmental Regulations:** Environmental regulations related to emissions, waste disposal, and sustainable sourcing can impact laminate manufacturing processes. Compliance with these regulations may require investments in pollution control technologies, waste management systems, and sustainable sourcing practices.

- **Gas Fired Impregnators:** With our new gas fired impregnators we will be **reducing firewood consumption by over 3700 Tons per year.**
- **Maximizing Efficiency and Sustainability with MBR Wastewater Treatment:** At Durian Laminates, we're committed to sustainability and environmental stewardship. By implementing advanced Membrane Bioreactor (MBR) technology at our plants, we're able to enhance our wastewater treatment process and recycle **45 million liters of water per year, which is equivalent to 18 Olympic sized swimming pool.**

Driving sustainability through every aspect of our operations



## CSR Activity

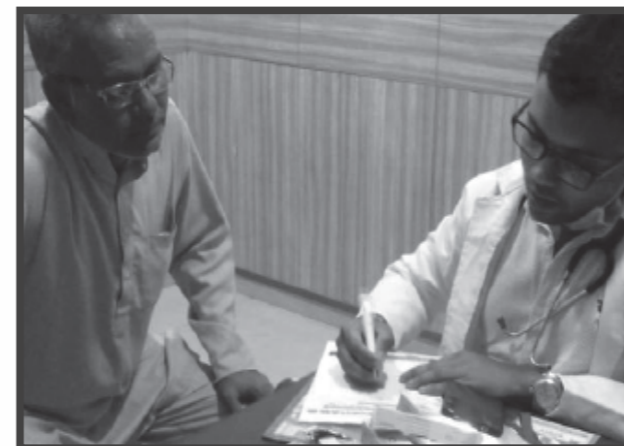
■ Sponsoring Abhisar kids to get education at RCDI



■ Enriching lives



■ Health Camps



■ Sponsorships



Goodness is the investment that never fails

# Production

The company understands the importance of technology, both in terms of the machinery used and also concerning the processes that enable the optimal working of the company. As a result, we have acquired quality equipment and implemented innovative processes, enabling us to supply our products to markets throughout India and countries in Europe, Australia, Canada, Africa, South-East Asia, and the Middle East.



Due to our stringent 7-point quality check and high service standards, we were able to triple the initial production capacity in less than 4 years. Our current National and International network consists of over 200 Distributorships and over 40,000+ Authorized Dealers. To meet the ever-increasing demand for our products, we have increased our monthly production capacity to over 1 Million sheets with the installation of our 8th production line.







## Unleash Your Creativity with Our Versatile Laminate Product Range

- » High Pressure Laminate (0.5mm - 2.00mm)
- » High Pressure Compact (2.00mm- 30.00mm)
- » Exterior High Pressure Laminate
- » Door Laminate
- » Kitchen Tops
- » Work Tops
- » Exterior Table Tops
- » Restroom Solutions
- » Furniture Solutions
- » Formaldehyde Production

# Global Footprints



# CERTIFICATES

At Durian Laminates, quality is a tradition that is followed meticulously and in its entirety. Our commitment to the highest standards in the manufacturing process has won certifications including ISO 9001, ISO 14001 & Greenguard for low chemical emissions for all facilities.



An ISO 9001 : 2015, ISO 14001 : 2015



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# Contact:-

## DURIAN LAMINATES

### Corporate Office

CEDAR DECOR PVT. LTD  
A-1/ 1001, 10th Floor, Palladium, Corporate  
Road, Makarba, Ahmedabad,  
Gujarat-380015, India

### Manufacturing Plant

#### Unit 1

65 P Ankhhol Patia, Chhatral-Kadi Road,  
Dist. Mehsana, Gujarat-382715, India

#### Unit 2

Survey No.560-62, Village- Chiskari, Taluka- Dehgam,  
Gujarat-382308, India

#### Unit 3 (Formaldehyde)

Survey No.498, Village- Chiskari, Taluka- Dehgam,  
Gujarat-382308, India

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