

Associate **Décor** Limited

COLLECTION



2015


associateTM
laminates

kyunki aap bade choosy hain!

COMPANY PROFILE

Associate Décor Limited

Associate Décor Limited (ADL) is a joint venture of the Associate Group and KingsWood, Bengaluru. ADL currently manufactures premium decorative laminates and the most advanced and intelligent plain and pre-laminated particleboards in India. Future plans involve expanding the product offering to include veneers, MDF and flooring. Associate Décor Limited mainly operates in the panel products space catering to both Indian and International markets.

ADL's bouquet of brands caters to every need - from partitions for a swanky offices to surfaces for a personal wardrobe. And with perfect integration and management at the manufacturing end, the spectrum of choice is the widest you will find in each and every product range. Associate's brands are an architect's inspiration, an OEM's quality delight and an end customer's trustworthy choice.

Associate Group

Associate Group is a diversified conglomerate with business footprints in industries ranging from timber and panel products to infrastructure and high-pressure gas cylinders. The Group's diverse businesses primarily cater to the requirements of the real estate, construction, infrastructure development and the automobile industry domains. Its operations in the wood and timber businesses are currently spread across 4 continents and 14 countries making it among the largest operators in this industry.



Kings Wood Suppliers

Kings Wood, based in Bengaluru, started its business for the supply of pulp wood in 1989 and has grown consistently since. Kings Wood is the market leader in the pulp wood supply business in South India, catering to the biggest names in the pulp & paper industries and pulp business including Grasim, West Coast Paper and BILT. Their large wood bank and widespread network of 28 wood collection depots add to their strong supply stability. Kings Wood is passionate about outstanding product quality, dedicated processes and committed relationships.



CRAFTED TO PERFECTION

Associate Laminates are made using the best technology for High Pressure Laminate (HPL) production in the world. Every component of the machinery adds value to the finished end product - right from the world-class VITS impregnation machines to the best Swiss sanding machines that accurately maintain laminate thickness. The final product is stringently tested in our labs and quality control departments, which are the biggest and the best in the country.

CRAFTED WITH PASSION

Associate Laminates are made using the finest and trendiest designs from across the world. Each design is carefully selected by our team of experienced designers, alongside interior design experts and trend forecasters to ensure that only the most exclusive and revolutionary designs are part of our collections. Rest assured, each time you use one of our laminates to adorn any of your interior surfaces, you're crafting a masterpiece!

CRAFTED WITH PURPOSE

Associate Laminates are available in a range of unique functional variants that are optimally designed for various purposes. From a range of applications like Post-forming Laminates and Edge-banding Laminates to other specialized variants like Fire-retardant Laminates, Marine Grade & Exterior Grade Laminates Associate offers you the widest spectrum of choice. So whether you're decorating your home surfaces like furniture, kitchens, living rooms, bedrooms, or doing up your office, restaurant or more, Associate Laminates fit in with your imagination.

CRAFTED WITH CARE

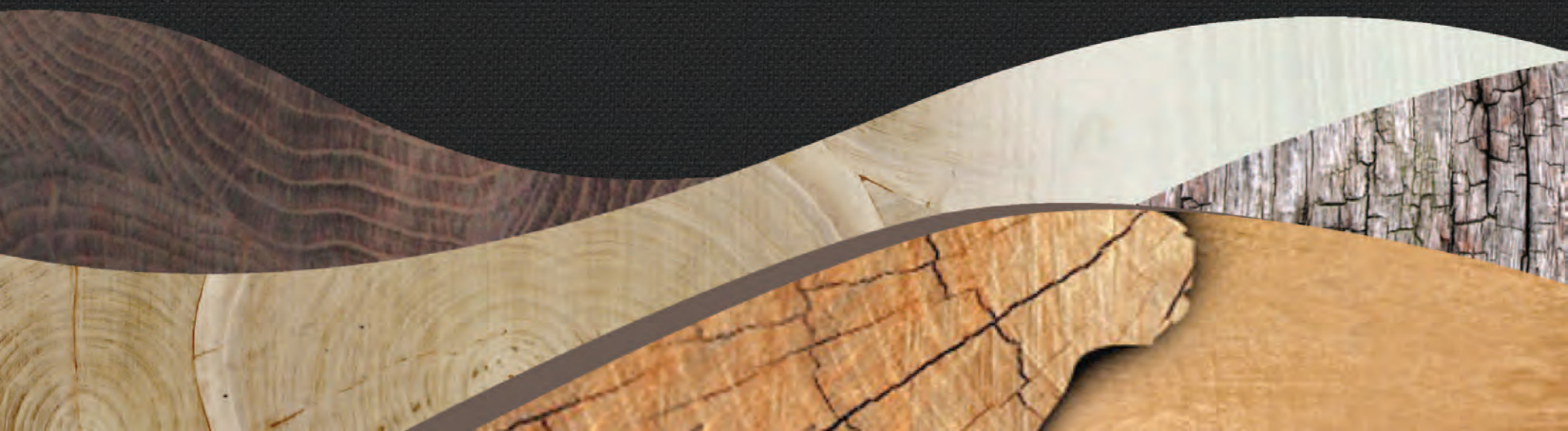
Our products are crafted with the utmost care, for our customers and for the environment as well. We go the extra mile to ensure our products are in harmony with nature, and the environmental certifications we have are a testimony to this.



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THE
TEXTURED
WOOD COLLECTION



Exemplary craftsmanship beyond the realm of perfection,
this collection mimics nature's natural contours to such
perfection that it seems almost too beautiful to be true.
The textured collection- touch to believe.

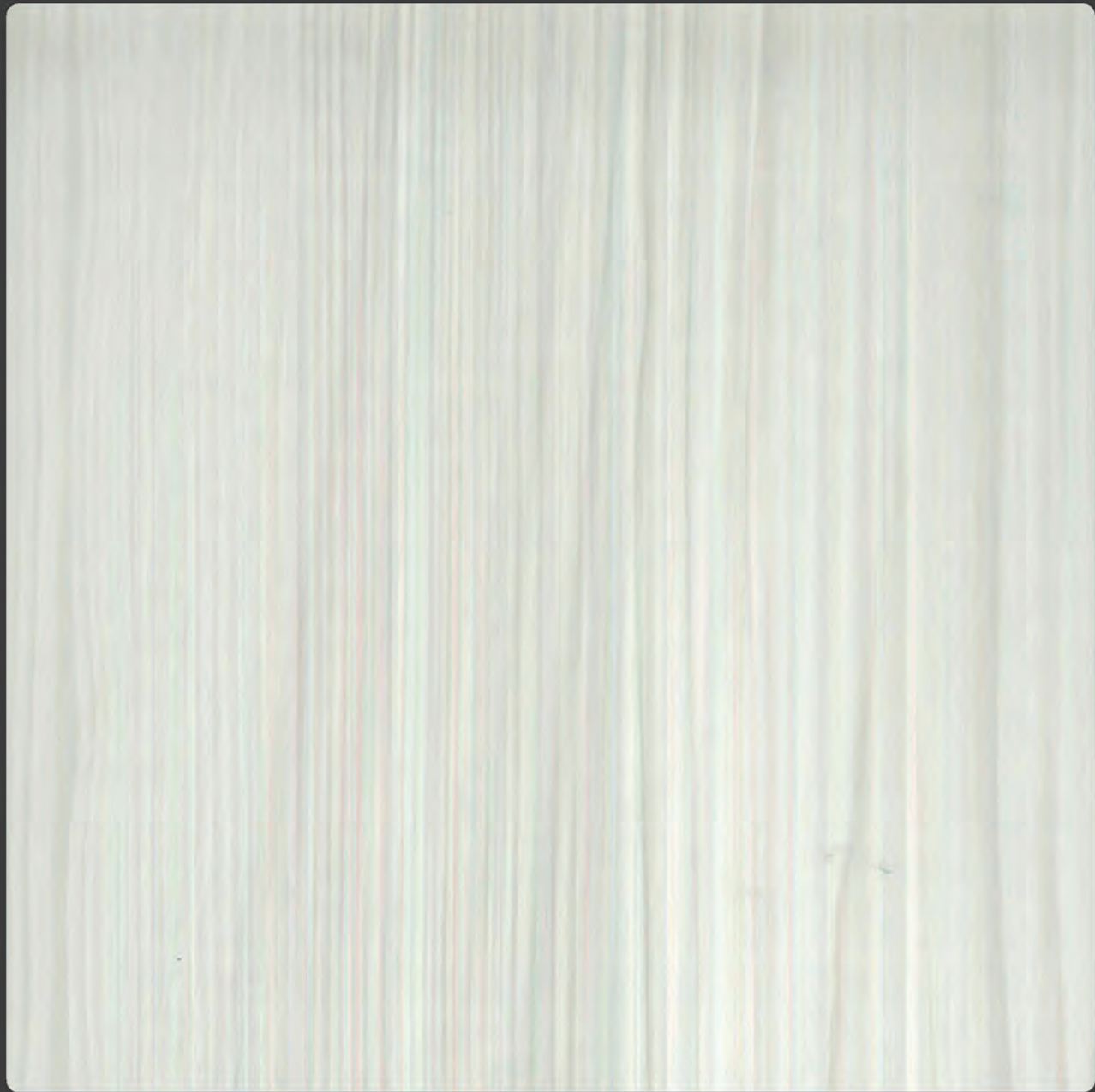




1. Plush Pine W 2542 ST29

Grazia

The beauty of lines, from the trail left behind by an artist's brushes that's what Grazia is all about. An amazing pattern emerges across the stunning woodgrains and perfectly complements their natural structure thus adding to the beauty of your interiors.



Plush Pine
Grazia W 2542
ST29

★ Associate Exclusive Design ○ Premium Price Rating ◆ Design available in 8'x6', 9'x6', MFC



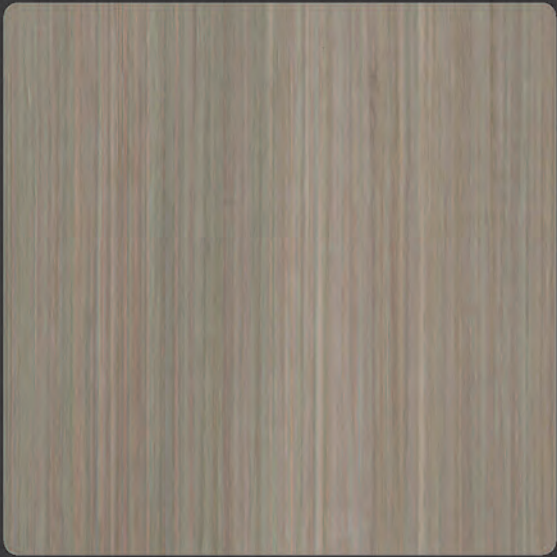
Innate Pine
Grazia W 2543
ST29

◆ 6 ★



Pine Sepia
Grazia W 2544
ST29

◆ 6 ★



Silver Oak
Grazia W 2397
ST29

◆ 6



1. Pure Oak W 2400 ST04

Raw Veneer

If there's anything that ever came close to looking like natural wood, you can be rest assured you have it in your hand right now. Some splendid Oak and Sawcut decors with the finish of Raw Veneer, just the look you need while crafting your furniture.



Pure Oak
Raw Veneer

W 2400
ST04

★ Associate Exclusive Design ○ Premium Price Rating ◆ Design available in 8'x6', 9'x6', MFC



Oak Ebon
Raw Veneer

W 2401
ST04

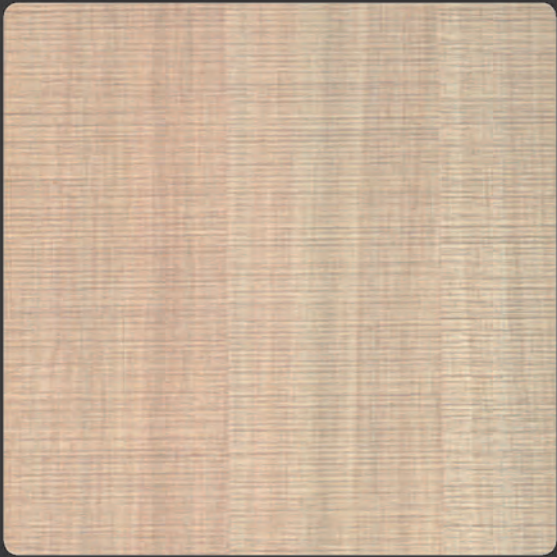
◆ 6 ★



Chocolate Saw Line
Raw Veneer

W 2258
ST04

◆ 6 ★

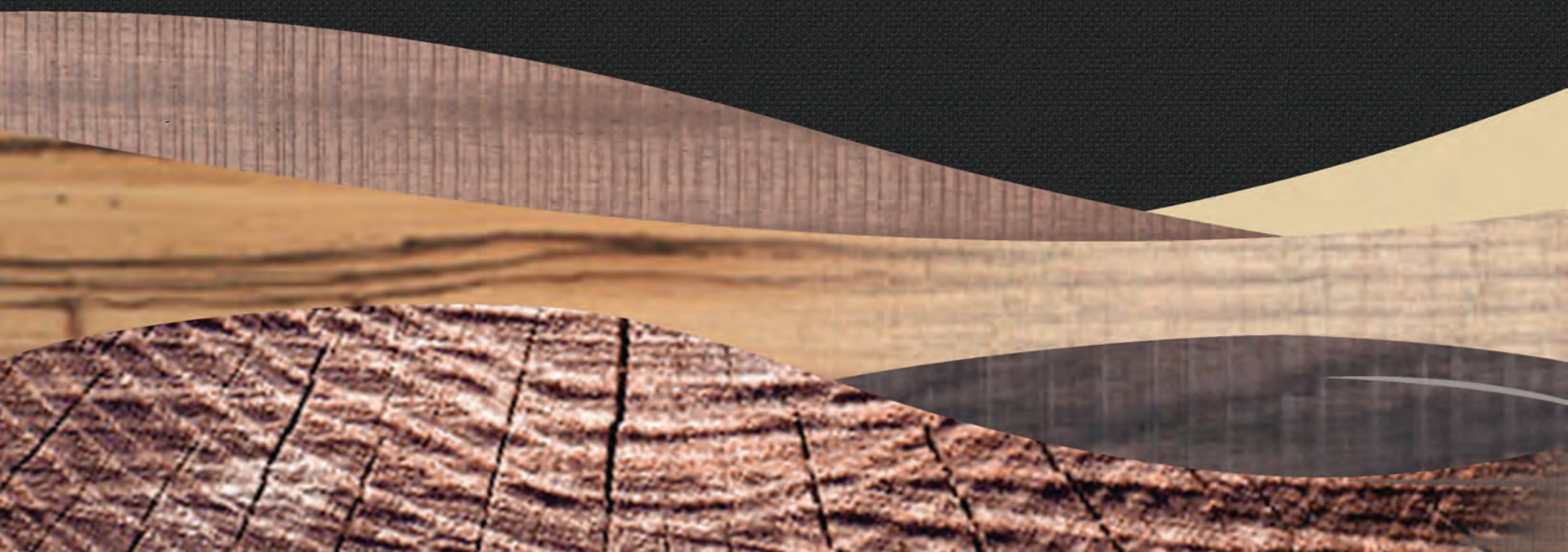


Sandy Saw Line
Raw Veneer

W 2257
ST04

◆ 6 ★

THE
SUEDE
WOOD COLLECTION





Visual beauty meets tangible brilliance. Wooden hues adorned in suede finish add an unparalleled charm and a sophisticated finish to your home decor. Suede, luxury beyond plush!



1

1. Pine Sepia W 2544 ST01

Pine Beauty

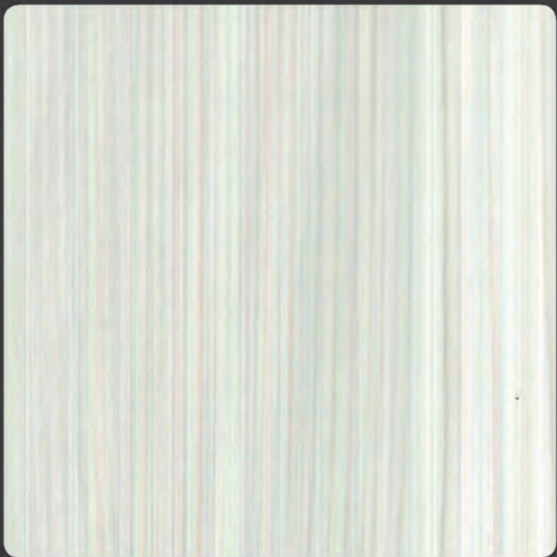
The beauty of the amazing grain of Pine - three splendid looking types of it at that - encapsulated in a classic Suede Finish. It is no wonder that classics never go out of fashion.



Pine Sepia W 2544
Suede ST01



Innate Pine W 2543
Suede ST01



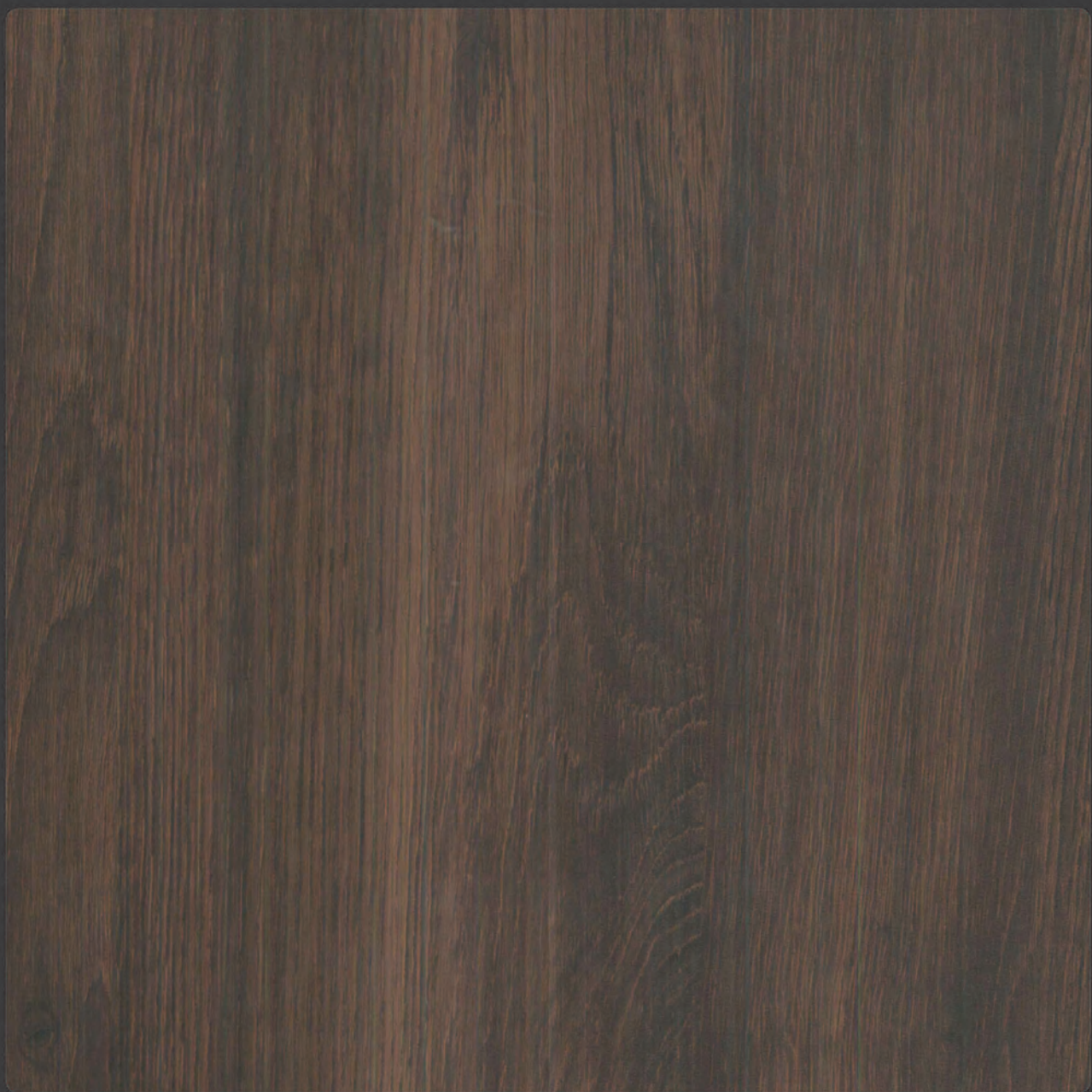
Plush Pine W 2542
Suede ST01



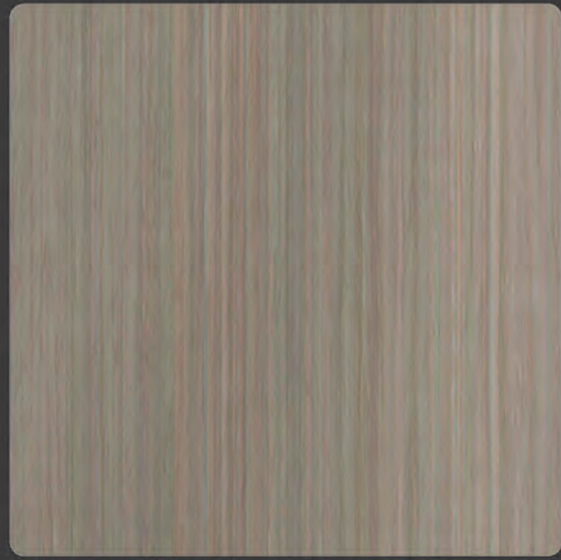
1. Agrarian Oak W 2544 ST01

Finesse

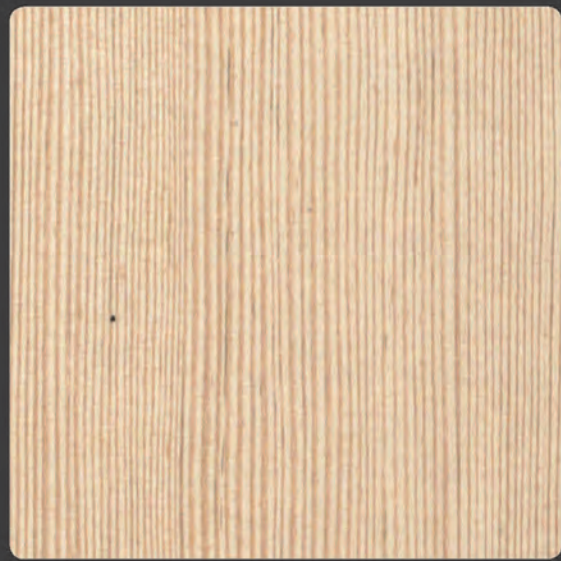
There is a certain common magnificence that runs through the grains of Oak, Ash and Pine and they all speak the same language: Finesse. Add to that the classic Suede finish and you have decors that are evergreen.



Agrarian Oak W 2402
Suede ST01



Silver Oak W 2397
Suede ST01

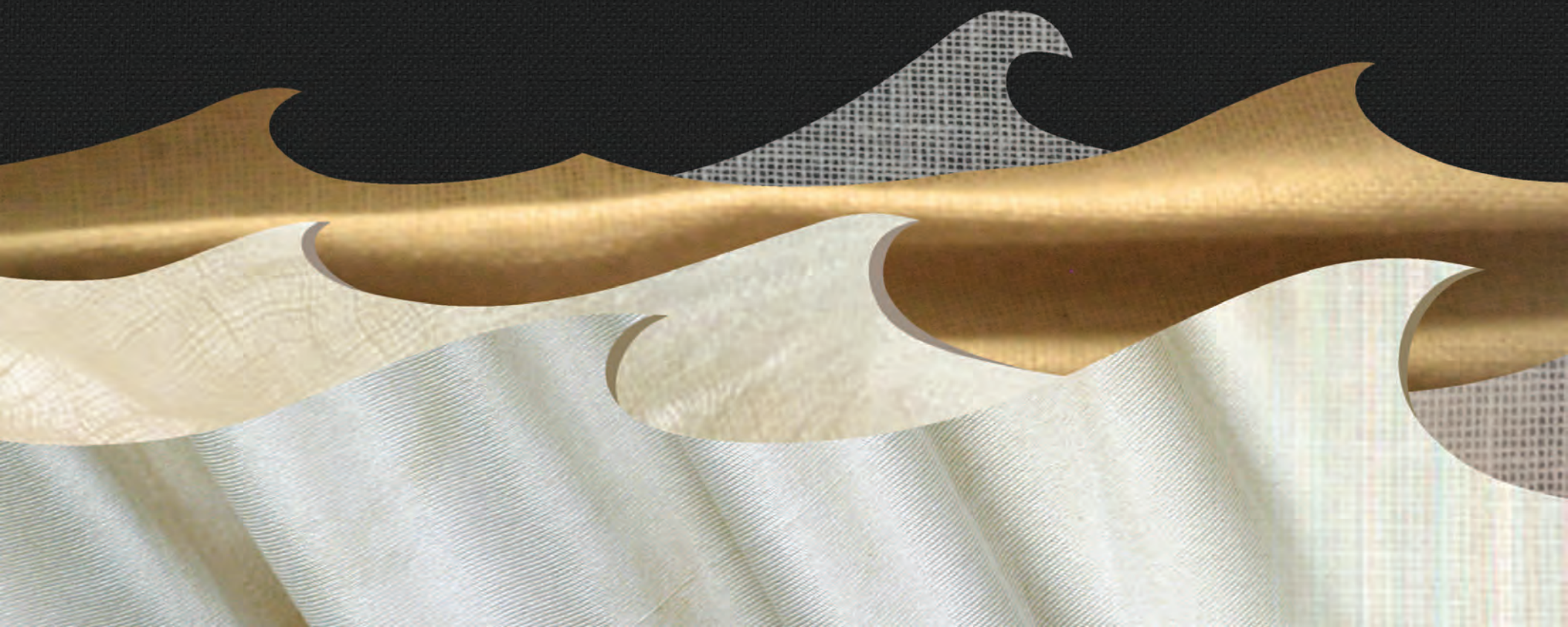


Douglas Pine W 2541
Suede ST01



White Ash W 2038
Suede ST01

THE
ABSTRACTS
COLLECTION



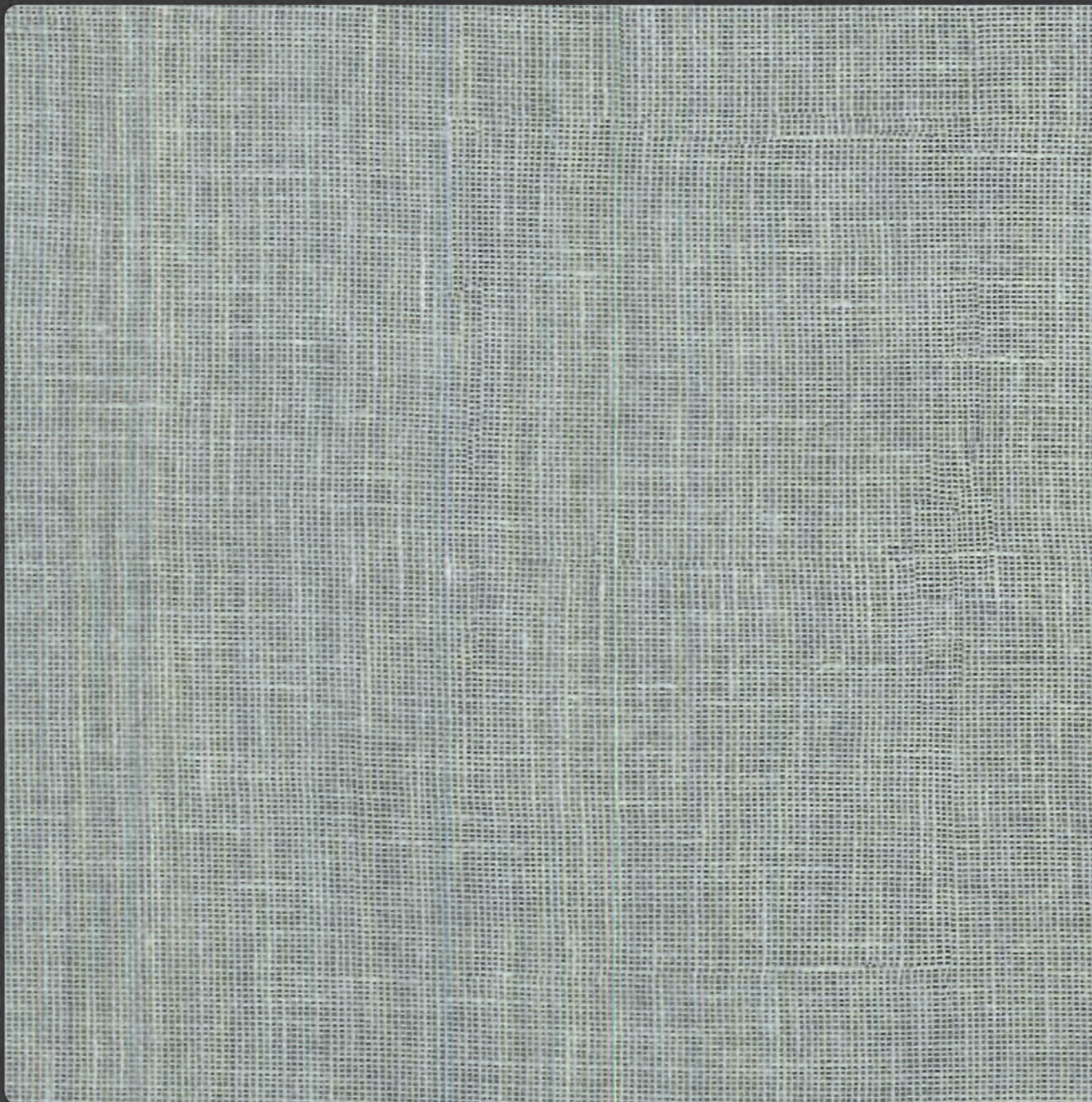
The image features a dark, textured background. In the upper left, there are faint, wavy lines. The lower half of the image is dominated by large, stylized, overlapping wave shapes. These waves are rendered in various colors and patterns: a solid dark blue wave on the left, a light blue wave with a fine grid pattern in the center, and a light pink wave on the right. The waves are layered, creating a sense of depth and movement. The overall aesthetic is modern and abstract.

Shapes and shades come together to transform
your room's terrain. It's time you stopped hanging
masterpieces and start living in one. The abstract
collection- because beauty is surreal.



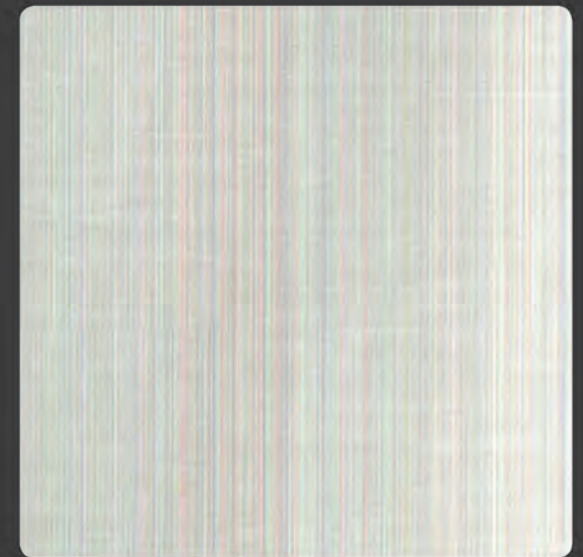
Textiles

The look and feel of fabric now brought to the world of laminates. Use one of our mind-boggling fabric designs that are the ideal choice for your wardrobes and office counters. Go on, and give your space that unique touch. Of fabric that is.



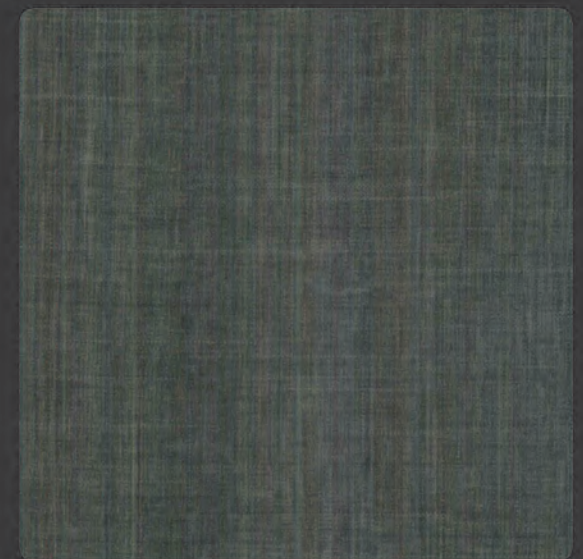
Sere Toile C 1014
Raw Veneer ST04

★ Associate Exclusive Design ○ Premium Price Rating ◇ Design available in 8'x6', 9'x6', MFC



White Toile C 1013
Raw Veneer ST04

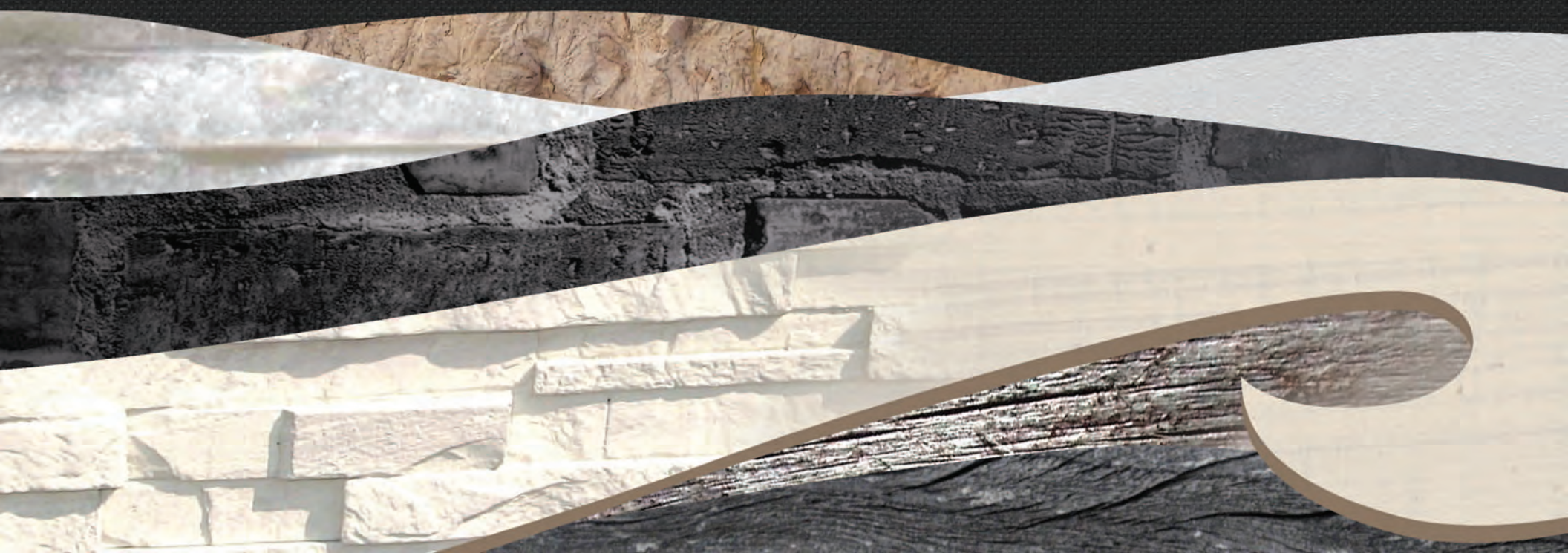
◇ 9 ★



Somber Toile C 1015
Raw Veneer ST04

◇ 9

THE TEXTURED
SOLIDS
COLLECTION



The heavenly hues have descended to gild your room with unparalleled beauty. Light your room in a million spectrums with The Solids collection!





①

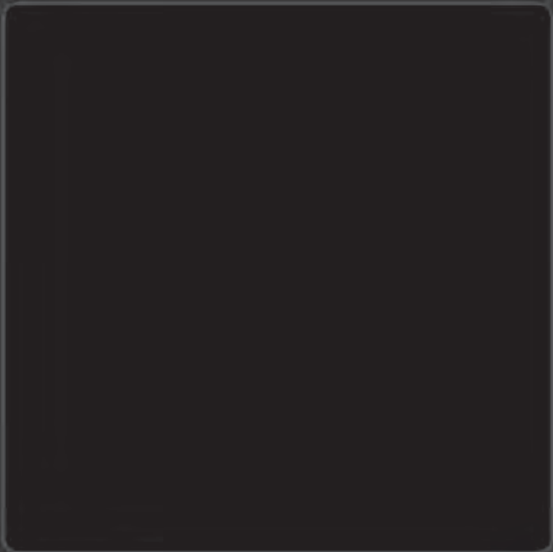
1. Frosty White U 107 ST29

Grazia

When your timeless solid colours get that natural brushed touch, you have a laminate that can give your interiors an all new look. Whites, Silver and Black with an exciting new finish. A collection for those who love the timeless stuff, but with a twist of strokes from the artist's brush.



Frosty White
Grazia U 107
ST29



Black
Grazia U 253
ST29



White Pearl
Grazia U 701
ST29



Pearl Silver
Grazia U 702
ST29

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W 2544	Pine Sepia	ST29	★ ⑥ 	4
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W 2544	Pine Sepia	ST01	★ 	10
THE ABSTRACT COLLECTION				
C 1013	White Toile	ST04	★ ⑨ 	16
C 1014	Sere Toile	ST04	★ ⑨ 	16
C 1015	Somber Toile	ST04	⑨ 	16
THE TEXTURED SOLIDS COLLECTION				
U 107	Frosty White	ST29	⑥ 	20
U 253	Black	ST29	⑥ 	20
U 701	White Pearl	ST29	⑦ 	20
U 702	Pearl Silver	ST29	⑦ 	20

Note - The codes used in the catalogue represent the following :

ST 01 - Suede
ST 04 - Raw Veneer
ST 29 - Grazia

- ★ Associate Exclusive Design
- ▲ Vertical Application Recommended
- ⑨ Premium Price Rating
-  Design available in 8'x6', 9'x6', MFC

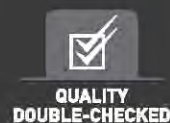
All designs available in this catalogue are also available in Associate Pre-laminated Particleboards (MFC) in the 8'x4' size, (and select designs in 8'x6' & 9'x6') thickness from 6mm to 40mm, and in Associate Flexible Post-Forming Laminates (FX Grade).

LIABILITY: Where as the products manufactured are to exacting standards, the nature of application procedure is beyond our control. While we are pleased to offer advice, we cannot guarantee the finishing results or accept liability for it. All information is provided in good faith but without warranty expressed or implied. The liability of the company is limited to replacement of defective goods (manufacturing defects) only. It is therefore necessary that prior to any commercial use you should conduct your own tests to evaluate efficacy of the product under the particular conditions for its intended use.
WARRANTY: Associate warrants that all its products are free from manufacturing defects and are perfectly fit for use under normal conditions. In case of any claims the liability of the company however is limited to cost of the product only.

NOTE: The samples shown here are only indicative of the colour / design / decor patterns and finishes available.

Technical Specification

Properties	Specified values as per IS : 2046 - 1995, Type S, HGS upto 1.0 mm	Associate Laminates HGS 1.00mm Conforms
Thickness	1.00 mm (± 0.10mm)	✓
Resistance to surface wear	350 (Revolutions)	✓
Resistance to immersion in boiling water		
Mass increase (%)	10.0 (Maximum)	✓
Thickness increase (%)	11.8 (Maximum)	✓
Appearance	Not worse than 4	✓
Resistance to dry heat 180°C	Not worse than 4	✓
Dimensional stability at deviated temperature		
Longitudinal (%)	0.55 (Maximum)	✓
Transverse (%)	1.025 (Maximum)	✓
Dimensional stability at 20°C		
Longitudinal (%)	0.375 (Maximum)	✓
Transverse (%)	0.60 (Maximum)	✓
Resistance to impact by a small diameter ball	20 N (Minimum)	✓
Resistance to cracking	Not worse than 4	✓
Resistance to scratching	2 N (Minimum)	✓
Resistance to staining		
Reagents 1 and 2 / Reagents 3 and 4	Not worse than 5	✓
Resistance to colour change (wool standards)		
In xenon arc light	Not worse than 6	✓
In enclosed carbon arc light	Not worse than 5	✓
Resistance to cigarette burns	Not worse than 3	✓
Resistance to steam	Not worse than 4	✓
Appearance	Should be free from foreign particles	✓





kyunki aap bade choosy hain!



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Our Brands

