

# HDHMR<sup>®</sup>

HIGH DENSITY HIGH MOISTURE RESISTANCE

*Power Of  
New Technology*

**TESA**<sup>®</sup> action  
HIGH DENSITY FIBER BOARD

Manufactured & Marketed By :-  
**Balaji Action Buildwell**



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Download the Action TESA app, available on **Google Play Store & App Store**

# INTRODUCTION

Action TESA has always been frontrunner in foresighting the latent needs of modern interior infrastructure industry thus introducing innovative products to meet the aspirations. Inspired by Eco-Friendly ethos, complimented with astute R & D team and latest technology Action TESA has succeeded in introducing HDHMR (HIGH MOISTURE RESISTANT HDF) **substitute of plywood.**

Action TESA HDHMR is now the most preferred products in both home & office furniture segment. We have initiated the revolution with our HDHMR Boards and now, we invite you to be a part of this revolution and take the panel industry to next step towards the future.

HDHMR is indigenously and exclusively manufactured and supplied by Action TESA in India.

# OneStepAhead

Action TESA HDHMR Boards are heralding a revolution in the Indian interiors industry.

- High Density - Tougher than Plywood
- No Core Gaps - Ideal Routable Substrate with Sharp Cut & Routed Edges
- Uniform Density Gradient & Compact Core - Enhanced Screw withdrawal strength
- Smooth Surface - Polishing with Exotic Colors of choice
- Value for Money - Can apply Duco Paint finish, No waviness & consumes less Paint
- Highly Water Resistant – Can be used in highly moist areas & climate.
- Ready to use board (prelaminated board) - No need to paste mica.
- Innovative Application - Enhanced Aesthetic Value addition to finished product
- Cost Savvy (Pre-laminated Board) - Glue, Production & Manpower



# HDHMR

## NEXT GEN PLYWOOD

HDHMR BOARD ARE REPLACING PLYWOOD

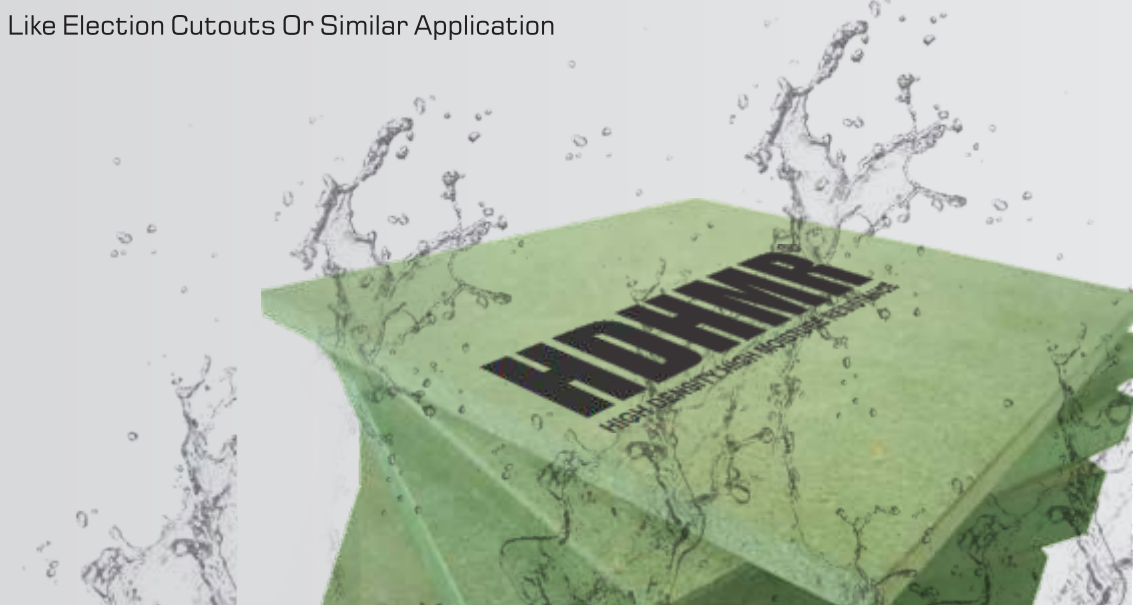
### **HDHMR - High Density High Moisture Resistance.**

Action TESA HDHMR is manufactured using hard wood hence it's density is greater than any other products available in the market. Uniform density gradient & compact core gives it the best routing characteristics. This is achieved by country's first **8th generation ContiRoll MDF line** from EUROPEAN MACHINERY GIANTS – SEIMPELKAMP GMBH & CO., GERMANY, capable of manufacturing a wide thicknesses range from **1.9mm to 45mm** in multiple sizes.

Action TESA HDHMR is not only tougher than any available plywood in market but is also highly moisture resistance as well, which makes it a popular choice in extreme moist climatic conditions or areas. These boards are **Borer & Termite Resistant** which makes it a wise choice over plywood. These boards have uniform density gradient & compact core, achieved by using special **Multidimensional Bonding Technology (German) for MAT formation**, thus imparting best routing characteristics.

Action TESA HDHMR Boards have revolutionized the interior infrastructure industry by extending aforesaid inherent properties at a very nominal cost, thus is replacing plywood rapidly across PAN India. Excellent performance of these boards has succeeded in overcoming the traditional myth pertaining to toughness & longevity as compared to plywood amongst the masses.

**Key Application Areas:** • Cafeteria • Gyms • Desk & Lockers • Schools & Colleges • Hospital • Office & Residential Area • Perfect substitute of flush doors • Perfect substitute of core & face in flush doors • Alternate option of raw door skins for designer doors • Kitchen Shutter • Furniture Where Risk Of Moisture Exists • Door Shutters • Packing Industry • Partitions • Outdoor Fixtures Like Election Cutouts Or Similar Application



# 3MM HDHMR

*perfect solution for doors...*

Action TESA 3mm HDHMR has various application but its a perfect for door application. It's good substitute of core & face in flush doors and also a wise alternate option of raw door skins for designer doors. 3mm HDHMR has opened numerous avenues of value additions on flush doors viz. innovative grooves on the surface, designing as per choice of customer, polishing with exotic colours of choice matching door frames....

- Huge Surface Strength - Made from Eucalyptus hard wood.
- Unique Finish – Jointless surface product gives a unique finish in product.
- Ideal surface to paste the laminate thus no possibility of bubble while pasting Laminates. It gives the value to Brand.
- Exclusive Block Boards and Door manufactures, need not investment on heavy machines like core dryers.
- Cost Savvy – Glue, Production & Manpower
- Smooth Surface - Can be beautifully polished with various Colors matching with Door Frames.
- Value for Money – Can apply Duco Paint finish, No waviness & consumes less Paint
- Highly Water Resistant – Can be used in highly moist areas & climate.

**OTHER APPLICATION AREAS OF 3MM MDF:** •Decorative Display Panels •Wooden Handcraft items/Toys & Puzzles •Decorative Wall cladding in routed wave form or Jalties •Educational Tools/Aids & casing for scientific instruments/Model making for civil construction •Display/POP •Gift items

# HDHMR DOORS

REDEFINE THE DOORS



HDHMR known for its Unmatched Quality & Endless Application, after revolutionising Indian Furniture Industry by replacing plywood, it is now all set to revolutionize the Indian Door Industry. With an intend to offer best quality innovative doors, "32mm HDHMR" is the latest avatar for Door Industry. This novel application will add wings to your Doors in both commercial and residential segment. Inheriting the desirable properties viz. strength, durability & innovative application "32mm HDHMR" board is the best available substitute of Flush Doors & Traditional Doors. Manufactured by using the finest and strongest wood fibres of eucalyptus hard wood from Ultrakhand and best quality glue made in-house adds to the product USP's as mentioned below

## REAL WOOD STRENGTH & APPLICATION

- Real Wood Structure- Solid structure from inside
- Huge Surface Strength - Made from Eucalyptus hard wood
- Ensures Safety: - It is very difficult to punch a hole in HDHMR Door
- Hassle free Lock installation
- Can be cut into any size, horizontally or vertically as per requirement

## INNOVATIVE APPLICATION - NEXGEN DOORS

- Unique Finish – Jointless surface product gives a unique finish in product
- Best Routing & Engraving Surface - It can be made to any design as per architect's or customer's choice
- No waviness - Ideal surface to paste the laminate, Veneer, membrane.... with zero bubble
- Highly Water Resistant – Can be used in highly moist climatic areas & places

## COST EFFICIENT -

- Cost Savvy – Less Glue, High Production & Less Manpower
- Smooth Surface - Can be beautifully polished with various Colors matching with Door Frames
- Value for Money – Can apply Duco Paint finish. No waviness & consumes less Paint



# HDHMR AWARENESS CAMPAIGN

CARPENTER/CONTRACTOR & ARCHITECTS MEET



With a mission to offer best innovative products to Indian Infrastructure fraternity, Action TESA introduced HDHMR. Aggressive awareness campaigns through Architect Meets and CCP's (Contractor/carpenter Contact Programmes) has helped us in making HDHMR preferred choice than plywood. HDHMR is now being widely specified by reputed Architects across India. HDHMR has always been the show stopper at exhibitions, where it has been widely applauded by reputed OEM's and furniture manufacturers for it's innovative application and performance. Through our drive we could convince the Indian Infrastructure fraternity that our ready to use product not only match the international quality standard but are also cost efficient and meet the challenges posed by modern interior infrastructure industry concerning Environment, Aesthetics, Time & Cost.



# HDHMR

# PRESS CAMPAIGN

LEADING TRADE AND CONSUMER MAGAZINE





# HDHMR

## PRODUCT ADVANTAGES



**HIGHER DENSITY**



**TOUGHER THAN PLYWOOD**



**NOMINAL COST**



**HIGHLY WATER RESISTANCE**



**BORER RESISTANCE**



**MULTIDIMENSIONAL BONDING TECHNOLOGY**



**HIGHER SCREW HOLDING STRENGTH IN CORE**



**ZERO BUBBLE FINISH**



**TRUTH Calibrated Panel**



**ENVIRONMENT FRIENDLY**



**NO SPLINTERS/ CHIPPING**



**IDEAL ROUTABLE SUBSTRATE**



### HDHMR

Screw withdrawal strength (kg)

	Edge	Face
TESA HDHMR Board	<b>&gt;350</b>	<b>&gt;450</b>
Plywood	<b>&gt;200</b>	<b>&gt;325</b>

### PLYWOOD

**DENSITY**  
around  
650 - 750 Kg/m<sup>3</sup>

### HDHMR

**DENSITY**  
More than  
**850 Kg/m<sup>3</sup>**  
resulting in better  
compactness and strength

Thickness : 3mm, 5.5mm, 8mm, 12mm, 16mm, 18mm & 32mm Panel Size : 8ft x 4ft

BED



OFFICE FURNITURE



OFFICE FURNITURE







