



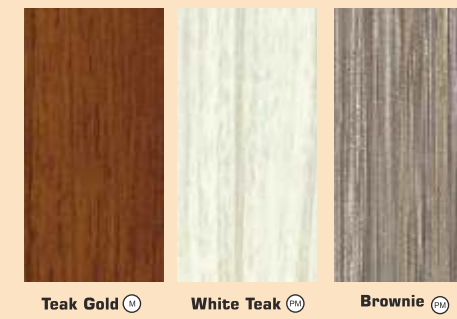
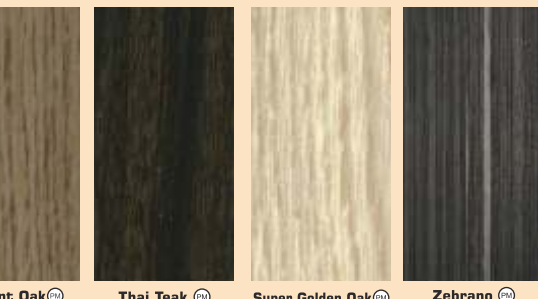
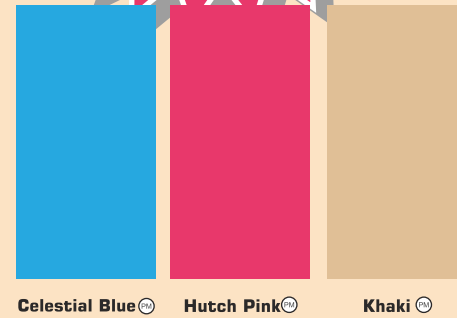
पति: तुम्हारे शादी से पहले कितने बॉयफ्रेंड थे ?  
(पत्नी खामोश रही)  
पति चिल्ला कर: मैं इस खामोशी को क्या समझू ?  
पत्नी: हाय रब्बा  
गिन तो रहीं हूँ  
चिल्ला क्यों रहे हो!!

पापा: दिन भर फेसबुक पर बैठा रहता है,  
ये तुझे रोटी नहीं देने वाली,  
बेटा: पापा मुझे भी पता है रोटी  
नहीं देगी पर रोटी बनाने  
वाली तो चर्हीं मिलेगी!

डार्लिंग ! फटाफट तैय्यार हो जाओ !  
बाढ़ग्रस्त इलाकों के हवाई सर्वेक्षण  
का सरकारी दौरा मिला है.

ओये तू ऑफिस में तो बड़ा शेर बना फिरता है।  
घर में तुझे क्या हो जाता?  
यार होता तो घर में भी शेर ही हूँ।  
बस घर में मुझ पे दुर्गा जी सवार हो जाती हैं।

Action Tesa introduces new shades in MDF, Particle Board & UV Coated Board



# THE ACTION TESA TIMES



## Product Range

- Pre-Laminated & Plain Particle Board
- MDF & HDF Board
- Pre-Laminated MDF & HDF Board
- HDF Laminated Flooring
- Embossed HDF Board
- UV Coated Board
- Printed Decor Board
- Door Skins
- Wall Cladding - UV & Melamine Face
- White Marker Board



Sh. N.K. Aggarwal - Chairman

## Message from Chairman

Dear friends,

It gives me a sense of pride to speak to you all through the first newsletter of Action TESA. My heart fills up with joy when I see the rapid strides made by your company in the last few years with the active & passionate involvement of all stakeholders. In spite of subdued economic conditions we could outpace ourselves mainly due to our value based & innovative marketing strategies focused towards inclusive growth. We owe this success to our highly motivated team of employees & quality tradepartners.

India due to its population & demographic assets presents huge opportunities & therefore I always believe that we have miles to go to realize our vision. There is a renewed hope of a new resurgent India in the making. The spirit embodied in "Sabke Saath, Sabka Oikar" holds a promise & an opportunity to collectively script a new destiny for our nation. Each step taken towards our journey is a milestone which should fuel us to reach greater heights & this we can only do together as a Team with a shared vision. Come, let's be a part of the new Action Story with true Indian values. Let's make "Made in India-for the World" tag a matter of pride. Wishing you great success & looking forward to hear from you.

## ACTION TESA INTRODUCING 1.9mm THIN MDF



Action Tesa India's 1st Thin MDF board producer has now introduced 1.9mm thin MDF that will be targeting to Block Board manufacturers to replace from 2.3mm-5.5mm thickness MDF. The new range of 1.9mm MDF also suitable for other various applications by replacing card boards/hard board with better quality, finished surface & product strength.

**Application Area-** •Photo frame •Handy crafts items •Packaging •Wedding & Business Cards •Children Toys & Puzzles etc.

The company confirms that Action Tesa 1.9 mm MDF is unmatched in quality, because they are using special kind of wax to make it water resistance which is missing in imported products.

Timber is getting costlier specially if you talk about face veneer so this 1.9mm MDF can be used as top layer of Block Boards. This will give unique look to product that will solve two major purposes, one - there is no need to put veneer on the surface of block boards, second

it will enhance the surface finish & quality of Block Boards. Factories, which are making good quality Block Boards, can use Tesa 1.9mm thin MDF on 1.8mm wood core veneer to make Block Board more durable & stable. Tesa 1.9mm MDF is being made from Hardwood which is Eucalyptus that is well accepted in market. Company can give this product in 50 inch width in uncut form so that Block Board manufacturers can easily laminate on its 50 inch width core. The final user can also do the routing & make grooves on the surface of such engineered block board which is not possible in traditional block boards made with core. It is a perfect surface to paste the laminate & the result zero bubble lamination.



## OUR NETWORK

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## New Application Prelam MDF On Washing Machines

A new innovative application for Pre-lam MDF.

Often the top is used to keep detergents, mugs, liquids, brushes etc which stains the body of the washing machine leaving prominent marks. To avoid that & add to the beauty of your space place a similar colour Pre-lam MDF on the top. Not only it acts as a protector but it can act as a good-looking storage space!



If you have any other such interesting application ideas, pls send us the same. We will be happy to publish it with your name.



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http://www.facebook.com/theactiontesa

# NEW FLOORING RANGE

## Herringbone flooring



A floor with Herringbone pattern gives your floor a distinct look. Action TESA laminate flooring specializes in Herringbone flooring enabling you to select your own surfaces, width, length and colours giving your home a authentic look . Herringbone floor have rich history as a traditional floor pattern. It can be installed in a several configuration with and without border. Every pieces have tongue and groove system .

It is a replacement of Parquet Flooring

**Sizes available** – 99mm x 600mm

**Colors** – Shade Available 61, 69, 70, 75, 80, 81, 82, 89, 90 & 92 .

## KING SIZE SERIES

- Available in 2450mm x 237mm tile size
- Thickness available in 8 mm
- Variants of AC4
- Can be made available in all existing shades
- Excellent flooring option for large areas like auditoriums, lounges of airports, hotels banquets etc.
- Longer tile size gives look of real wood

**Colors** – All 8mm flooring shades are available in king size range

### 8 ft Long Laminated Flooring



## Handscraped

Handscraped laminate flooring – Handscraped finish is unique because it shows Handscraped look on it. Product is liked by the people due to its rustic surface and the texture become deeper and richer. It appears imperfect in look but it has perfect style and elegance in addition to it, the warm tone brings in certain comfort and calmness we will like .Each floor has an aged look with inherent ' flaws ' that gives it its complete uniqueness. This is truly a beautiful choice which will always delight

**Sizes available** – 1210mm x 193mm  
12mm (AC4)



## UV Board is now available in 5.5 mm



Action Tesa introduced UV Board in 5.5mm. **These panels from TESA have the following advantages:**

- Super smooth surface of MDF substrate
- Solid wood like look
- As the UV coating line is fully automatic so the finish on these panels is uniform all over and gives a great finish
- The gloss level is more than 95 in high gloss version giving a mirror finish
- 100% environment friendly as all products are environment friendly
- UV coated is 100% cure so no

change in gloss levels with time •Value for money product. •Ready to use product as the panel is ready to be used in the application without the efforts of doing any polish on that.

- Application:**• Kitchens Shutter •Sliding Wardrobe •Wall Paneling & Embellishments •Ceiling •LCD Display Unit •Wall Cladding•Bathroom/Washbasin Cabin Shutters•Product Display Unit •Office Storage Unit •Various Furniture & Fixtures

## Marker Board is now coming in Dual Side

One Side Gloss and Other side Green Chalk Board

Action Tesa introducing Marker Board, where one side is White Gloss and other side is Green. It has considerable high strength & stiffness as we adopt high quality (10 head sanded) MDF panel, melamine impregnated paper and Ultra Violet (UV) and other special paints as base materials. Our advanced equipment and technology processes these raw materials to result in a mirror like white marker board.

**Outstanding characteristics:** •High glossy surface•High Scratch Resistance & Long Life •Anti-aging panels with resistance to color fading. •Bright and vicle panels with natural white color •Manufactured with special paints and technology that makes it non- reactive with the chemical of marker board pen ink. Due to its non-reactive action with ink chemical, it guaranteed the clarity of board after erasing the written matter.•The TESA

marker boards are very easy to clean with a soft cloth and leave no mark after the erasing. Tip of the marker pen remain safe, as the surface is soft and good for writing.

Product Specification	
Size	: 8ft (2400mm) x 4ft (1220mm)
Std. Thickness	: 5.5mm, 8mm*
Color	: One side White Gloss & other side Green Chalk Board
Base Subsequent	: MDF

# Events

## Action TESA Organizes Contractor's Meet in Delhi & Various Region

Action Tesa in their endeavor to introduce & popularize the new generation Panel product for Indian dwelling organised a Carpenter Meet at Delhi & other various region. The participating contractors & carpenter look a very keen interest in all product made by Action Tesa.



Haryana - Hissar Carpenter Meet



Delhi Carpenter Meet



Kerala Carpenter Meet



Bangalore Carpenter Meet



## CARPENTER SCHEME



**ACTION TESA INTRODUCED SCHEME FOR CARPENTER IN SOUTH INDIA REGION**

As you know company always believe in to give the timely benefits to our end users.

So keeping this in mind company has announced **CARPENTER SCHEME IN SOUTH REGION.** Scheme is applicable on Category-I (Plain, PreLam, Printed MDF, Embossed HDF Boards. **Scheme is valid from 15th August - 15th Nov 2014.**



## ACTION BRANCH CONTEST (ABC)

There is a fresh dose of enthusiasm & energy amongst the Sales Force in Action Tesa, post introduction of ABC. It is a monthly contest held amongst all the branches on several parameters on a points based system. The Top 3 Branches with all the team members are awarded & even the highest growers in terms of sales are recognized. This has infused adrenaline to the team & invariably the results have been fabulous.

