

THE

ACTION TESA TIMES

ACTION TESA PRODUCTS CHANGED THE FATE OF ENGINEERED WOOD (MDF) INDUSTRY...

Ten years ago, Action TESA revolutionized the furniture industry with the introduction of HDHMR. At that time, the role of engineered wood in this sector was minimal. However, following this innovation, the landscape began to shift significantly as HDHMR proved its ability to deliver exceptional results. Embraced wholeheartedly by consumers, HDHMR gained widespread acceptance owing to its superior quality, time-saving attributes (via ready-to-use pre-laminated boards), diverse shades, and outstanding durability.

Beyond these qualities, HDHMR also addressed persistent issues plaguing traditional furniture, such as the instability of hardware (like knobs, hinges, and locks), damage to doors due to inconsistent wood density, and other functional concerns. Consequently, it liberated users from these challenges, solidifying its position as a game-changer in the industry.

Why Action TESA board is a superior offering:

1. Maintaining a 100% in-house glue production with special chemicals i.e. Melamine capability ensures the creation of consistently high-quality boards at all times.
2. Unmatched quality chips, obtained from Eucalyptus that exclusively grows in moist land, are a specialty.
3. Pre-Laminated boards are available in over 130 attractive shades, making them a standout choice. The finest offerings consistently encompass the latest designs, and Action TESA's Pre-lam boards are no exception. They feature handpicked, exceptional shades with a flawless, zero-bubble finish.
4. Truth Calibrated Panel (± 0.3 MM): Uniform thickness across the board facilitate long-lasting hardware performance.

5. Environment Friendly: No bad Smell or eye itching
6. No Splinters/ Chipping

Today, Action TESA HDHMR has evolved into a widely recognized generic term that epitomizes the entire category. It has firmly positioned itself as the premier choice for both manufacturers and end-users, solidifying its indisputable leadership within the MDF segment



action
TESA®
Studio
on
Wheels

9th Jan. 2024 onwards
Telangana and Andhra Pradesh

india
WOOD

22 Feb, 2024 to
26 Feb, 2024

Hall - 3 A
Stall No. H 113

Bangalore International Exhibition Centre (BIEC), Bengaluru, India.

TO YOUR CITY

COMING
SOON

ANOTHER MASTER STROKE

HIGH MOISTURE RESISTANCE PARTICLE BOARD



Action TESA has consistently strived to enhance consumers' lives by introducing products that redefine industry standards. Imagine the engineered-wood category devoid of Action TESA's groundbreaking HDHMR, a product that, even after a decade, remains unparalleled in its innovation and superiority. BOILO stands as another significant addition, offering Boiling Water Proof, Fire Retardant, and impenetrability to Borer & Termites, making it ideal for crafting kitchen furniture and toilet cubicles.

While Particle boards boast versatility, machine friendliness, and cost-effectiveness, catering to a significant segment of the furniture market quite effectively, manufacturers across different regions require varied specifications. Those situated in coastal areas, for instance, seek Particle boards with enhanced properties such as greater density and superior screw holding capacity.

Introducing Moist Master, meticulously designed to precisely meet these coastal market demands. With a density exceeding 700 kg/m³, Moist Master provides exceptional moisture resistance, heightened screw holding strength, and amplified protection against borer and termite infestation. Essentially, it elevates the standard Particle Board, offering that extra edge required by furniture manufacturers.

• HIGH DENSITY >700 • BORER RESISTANCE & TERMITE RESISTANCE • GOOD SCREW HOLDING CAPACITY • ENVIRONMENT FRIENDLY

When it comes to
a premium feel, it's

OrnaMatte or nothing

Action TESA boards are readily available in
an exquisite range of OrnaMatte finishes.

#GoldW'hou Glitter



ANNUAL FUNCTION & SPORTS EVENT 2023 AT PLANT

In a vibrant display of camaraderie and achievement, Action TESA recently marked its Annual Function at the plant on December 2, 2023. The event was graced by the esteemed presence of the Hon'ble Chairman, Sri. N.K. Aggarwal, who, along with other dignitaries including Sri B.P Jain, Sri Vivek Jain, Sri A.K. Singh and more than 12,500 colleagues, families and friends inaugurated the festivities with the ceremonial lighting of lamps. The focal point of the evening was the charismatic Hon'ble Managing Director, Sri Vivek Jain, who injected life and commendable energy into the celebration. The Annual Function served as a platform to not only celebrate the company's accomplishments and excellence but also to showcase the creative talents and skills of its workforce. In a statement, the Hon'ble Chairman expressed his commitment to principles of fairness, transparency, meritocracy, accountability, and leadership. He shared, "I have always believed in identifying hidden talents within the company, giving them leadership opportunities, and recognizing those who may not be performing optimally by assigning tasks that suit their

strengths." Addressing the gathering, Sri Vivek Jain emphasized the importance of measuring individual productivity in a streamlined industry. He underscored his dedication to implementing various measures and fostering an effortless approach to enhance employee productivity, emphasizing the significance of an individual's learnability over mere experience. The evening also witnessed a momentous Prize Distribution ceremony, where outstanding sports achievers were recognized, and appreciation certificates were awarded to those who devoted more than 15 years, 10 years, and 07 successful years to TESA. Action TESA's Annual Function not only celebrated milestones but also underscored the company's commitment to nurturing a culture of excellence, collaboration, and continual growth.





STEPS TOWARDS TO HEALTHY SOCIETY



Health services is one of Action TESA expertise and they are keen to support the wellness & healthcare of unprivileged people. In pursuit of same Action TESA worked hard in developing world class health services infrastructure with the authorities of Community Health Center - CHC Sitarganj. This 60-bed hospital is a tribute to the unwavering support of our community, medical staff, and volunteers who tirelessly work towards the collective goal of providing accessible healthcare.







FRIEND HAMESHA!

Aag ka Dushman, Aapka Dost





FIRE RETARDANT



TERMITE PROOF



BOILER PROOF



FUNGAL RESISTANCE



HIGHER DENSITY



TOUGHER THAN PLYWOOD

**Boiling Water Proof
FR (Fire Retardant)
Board**



Congratulations!



Rahul Kumar
Rajasthan



Abhishek
Sikandarpur



Rohit
Delhi

FLOORING CONTEST WINNERS!

We're delighted to unveil the winners of the **Flooring Contest**. **Congratulations to Mr. Rahul Kumar for securing the 1st position, Mr. Abhishek for claiming the 2nd spot, and Mr. Rohit for a commendable 3rd place.** Your remarkable creativity shines through. We're sending your well-deserved awards (silver coins) to the provided address. Keep engaging and participating!



QUIZ TIME

WHY TESA BOILO IS BEST FOR THE TOILET CUBICLE?

Do surprise us with simplicity, wittiness, or maybe the most accurate answer & win exciting prizes.

send answers at digimktg@actiontesa.com
OR simply write on the form, click a pic and share at: 9311401995

Important: 1. The decision of The Steering Committee will be final and binding to all. 2. Members of Steering Committee can participate but not entitled to any gift. 3. At least, one entry from each branch is a must and you may go for n number of answers. 4. Will declare winner in every consecutive 'Action TESA Times' edition with a photograph

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PANELS | FLOORING | DOORS



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