



Sanjay Gulvady
Managing Partner,
Indigo Enterprises, Chennai
www.everwoodwpc.com

SANJAY GULVADY, MANAGING PARTNER INDIGO ENTERPRISES, CHENNAI (EVERWOOD)

Introduced in 2011, Everwood (a brand of Indigo Enterprises) offers 18 profiles in 6 colours for external Wall Cladding, Deck Flooring, Pergolas, Railings, Louvers and other applications.

WPC MARKET IN INDIA, QUALITY, INTERNATIONAL BRANDS AND EXPORT

WPC as a material was introduced in India only 10 years back and at the time applications were limited. When Everwood was introduced in 2011, awareness about WPC was still non-existent and we were one of only a handful of branded WPC available.

WPC manufacturing in India is still in its infancy stage when compared to overseas production. Domestic manufacturers who started manufacturing 5-6 years back didn't understand the need for high quality raw materials and products failed. Today, with the availability of imported raw material, products are more stable in our demanding weather conditions. Manufacturing in India will evolve very fast with collaborations and it's a matter of time before we are producing high grade WPC.

Brands like TREX from the US and Einwood from Japan are world leaders simply for their quality & innovation. We are behind international grade WPC producers in Korea and China whose core competency is manufacturing and quality. Their products are a result of highly evolved manufacturing technology and product research. China is the largest manufacturer of WPC today with over 70% of their production being exported.

“WPC will become a ‘compulsory’ material for carcass applications in near future. We are projecting a total of 100 lines during 2016 in India.”

HARDIK PANCHAL, DIRECTOR, HARDY SMITH, AHMEDABAD

WPC MARKET, ITS GROWTH IN INDIA, AND MAJOR PLAYERS

WPC as a subject was launched during 2011, officially with a few players during the first year. HARDY SMITH brought this subject into action during this year with its very first three projects DURAPLAST, PLAMADERA & LIRCO. At the same time EWOOD, ECHON and TEXPLAS was serving to the market. Initial players took enough pain to set the material with their machines. Availability of raw materials and chemicals took almost a year to settle down from the country. But all these players did a good job in spreading the product across the wood and allied markets. Samples of WPC sheets and profiles reached up to Plywood counters and people started taking interest in the products.

Today, there are set players in the market, although they are mid-size as of now but they have already expanded their capacities. Echon is a major player with largest capacity in WPC boards and doors. Plamadera is one player with boards and Door frames. Alstone is a player with more than 4 board lines and Oligo UV coated WPC panels. Similar capacity is followed by Duraplast with an Edgeband making line. Century ply also has started promoting and supplying WPC products in the market with brand name HECTOR. WPC CENTRE also is an entity that is supplying total WPC products and applications for interior and exterior segments. **WE ARE PROJECTING A TOTAL OF 100 LINES DURING 2016 IN INDIA.**

Logically, the country has seen a continuous growth in last 5 years with at least 12 new players every year. There are many dealers and distributors now those are stocking and selling WPC boards and door frames. There is a parallel growth seen in WPC door frame markets too and now WPC decking is picking up through architect channels at a rapid pace. A specific annual growth of WPC market as per HARDY SMITH is rated around 25%.



Hardik Panchal, Director
Hardy Smith, Ahmedabad
www.hardysmith.org