

DAY 2 - 04 MARCH 2023

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7<sup>th</sup> International Trade Fair for  
Furniture Production Technology, Woodworking Machinery,  
Tools, Fittings, Accessories, Raw Materials and Products



# SHOW DAILY

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7<sup>th</sup> International Trade Fair for  
Mattress and Upholstery Production Technology,  
Machinery, Supplies, Production Tools and Accessories



The Wood + Architecture and Design (WAD) is THE conference for those who look forward to healthy debate between the traditionalists and modernists on a common platform to explore the versatility, durability and application of Wood + Architecture and Design. This is where all the action happens in terms of understanding the value that each school of thought brings to the table and the needs that they cater to individually. Now in its second edition, here's what you can expect to gather from the conference

- A discussion on specific design and construction topics related to wood including mass-timber products, codes and compliance, fire resistance, structural design, layout and more.
- The leading speakers will also highlight the various projects and design strategies that have been implemented like the 11 country pavilions with participation from 25 Countries, over 50,000 sq.ms of exhibition space, 600+ Exhibitors and 25,000+ Woodworking Professionals.

Here's a quick thought on the woodworking machinery process and what you can expect to gather here - it processes the raw wood materials into products like beams, plywood and boards for structural application across furniture, shipbuilding and others. The increasing adoption of these automated woodworking machines and precise engineering in manufacturing processes is expected to drive market growth. These machines are flexible and a great tool for users through the entire production lifecycle of wood products.

The conference wouldn't be complete or a success without the leading players from the woodworking and furniture manufacturing segment converging at DELHIWOOD 2023 to meet numerous national and international decision-makers, acquire new customers and discuss key issues including digitization, sustainability, skill building, supply chain management and discover new trends, technologies, and materials. Over 2 decades, these coveted and engaging woodshows have acted

as a major catalyst in transforming the woodworking industry in India with the 7th edition in Delhi NCR. NürnbergMesse India is delighted to be a part of this exercise that not only debate but showcases and enriches all those that are furniture, architecture enthusiasts!

DelhiWood is the largest gathering of woodworking communities in the region offering immense opportunity to build new relationships, and explore potential collaboration opportunities. It is an ideal platform for companies to address challenges faced by the industry by entering into technological tie-ups, jointly creating skilling institutes, and sharing experiences and expertise to make the Indian Furniture Industry a truly global leader.

DelhiWood provides an opportunity to explore new products and technologies, learn about industry trends, and stay up-to-date with the latest developments in the industry. It boasts of more than 50 companies launching their new products at the show. The exhibition features seminars, workshops and panel discussions conducted by Industry experts. It is also an ideal platform to meet with suppliers of raw materials, machinery and equipment.

By visiting DelhWood, you can gain a competitive edge by being updated on the latest trends, gain exposure to new technologies, and network with professionals from the industry.



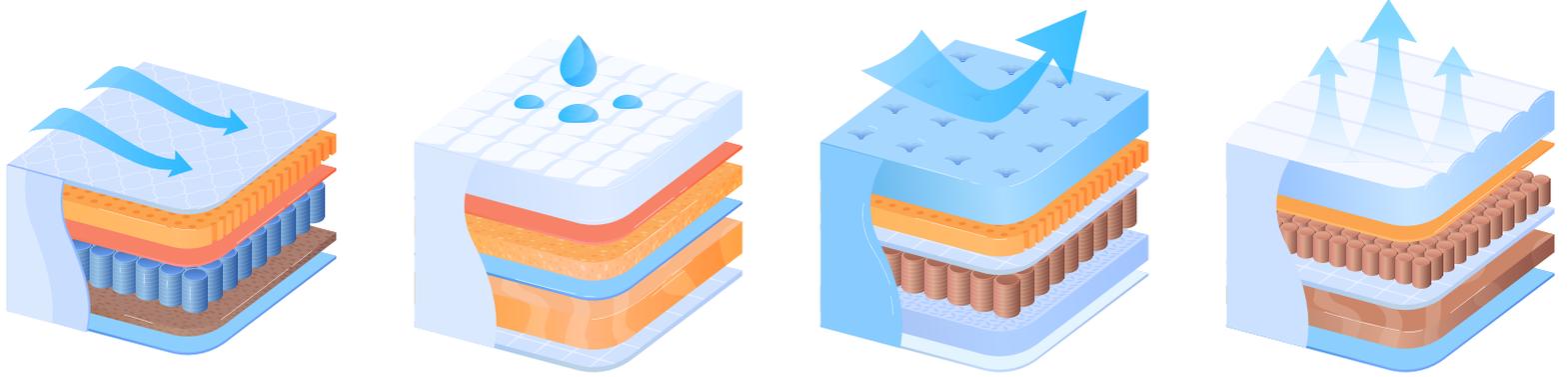
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# The Mattress Game – it just can't be slept on!



The mattress industry in India is the gift that keeps on giving and has a plethora of conversations surrounding it. Kalyan, our very own mattress expert at NuernbergMesse India has a lot to say, breakdown and share with those that are in the market. The mattress industry in India has been growing steadily with an increasing demand for better quality and more advanced mattresses. In recent years, there has been a trend towards adopting newer materials and technologies such as memory foam, latex, and hybrid mattresses that combine different materials. Companies in India are also focusing on incorporating features such as better airflow, improved support, and cooling technologies to provide a more comfortable and restful sleep experience. Additionally, there is a growing awareness of the importance of sleep health and its impact on overall well-being which has led to an increased demand for premium mattresses. Several Indian companies have also partnered with international manufacturers to bring advanced mattress technologies to the Indian market.

## What is the growth rate?

The mattress industry in India is evolving and adapting to meet the changing needs of consumers. According to a report by Research-AndMarkets, the global mattress market is projected to grow at a compound annual growth rate (CAGR) of 7.25% during the period of 2021-2025.

This growth is expected to be driven by factors such as the increasing demand for premium mattresses, the rise in the prevalence of back pain and sleep disorders, the growth of the hospitality industry, increasing adoption of advanced materials and technologies, rising consumer awareness about the benefits of good sleep hygiene, and the growth of the e-commerce industry.

According to a report by IMARC Group, the Indian mattress market was valued at INR 84.34 billion in 2020 and is expected to reach INR 144.48 billion by 2026, growing at a CAGR of around 9.1% during the forecast period 2021-2026.

## The technology that makes sleep great -

The entry of international mattress companies into the Indian market is expected to

drive competition and spur innovation in the industry. The Indian mattress industry offers a variety of technologies and materials to improve the sleep experience for consumers. Some of the popular technologies available in Indian mattresses include:

- **Memory Foam Technology:** Memory foam mattresses are made from visco-elastic material that can conform to the shape of the body, providing excellent support and pressure relief.
  - **Gel Technology:** Gel-infused mattresses are designed to provide a cool sleeping surface by regulating temperature and wicking away moisture.
  - **Latex Technology:** Latex mattresses are made from natural or synthetic latex and offer excellent support and durability.
  - **Hybrid Technology:** Hybrid mattresses combine multiple technologies such as memory foam, latex, and innerspring to provide a customized sleeping experience that meets individual needs.
  - **Smart Technology:** Some Indian mattress companies have started to incorporate smart technologies such as sensors, temperature control, and sleep tracking to provide personalized sleep data and improve overall sleep quality.
  - **Anti-Microbial Technology:** Anti-microbial technology is used to prevent the growth of bacteria and other microorganisms, providing a more hygienic sleep environment.
  - **Orthopedic Technology:** Orthopedic mattresses are designed to support the spine and alleviate back pain, using specialized materials and construction techniques.
- The challenges that make us think better -**
- **A lack of awareness** about the benefits of advanced mattress technologies.
  - **Educating consumers** about the benefits of these technologies can be a challenge for the industry.
  - **Growing Demand for Premium Mattresses:** As disposable incomes rise and consumers become more health-conscious, there is a growing demand for premium and high-quality mattresses.

This presents an opportunity for Indian mattress companies to introduce advanced technologies and materials that can offer a more comfortable and restful sleep experience.

- **E-commerce and Online Sales:** The growth of e-commerce in India has opened up new distribution channels for mattress companies, allowing them to reach a wider audience and offer their products at competitive prices. Companies that invest in building strong online brands and distribution networks can gain a significant advantage in the market.
- **Customization and Personalization:** Increasingly, consumers are looking for customized and personalized sleep solutions. Indian mattress companies that can offer personalized products and services, such as custom sizes, firmness, or materials, can differentiate themselves in the market and attract customers.
- **Medical Tourism:** India has emerged as a popular destination for medical tourism, with many patients traveling from overseas to seek medical treatment. This presents an opportunity for Indian mattress companies to partner with hospitals and healthcare providers to offer specialized sleep solutions for patients recovering from surgery or dealing with medical conditions.
- **Green and Sustainable Mattresses:** As consumers become more environmentally conscious, there is a growing demand for sustainable and eco-friendly mattresses. Indian mattress companies that can offer sustainable products made from organic or recycled materials can appeal to this growing market segment.

## The gaps in our technology -

- **Limited Access to Advanced Materials:** The Indian mattress industry has limited access to advanced materials such as high-density foams, advanced spring systems, and other materials used in the manufacture of premium mattresses. This can limit the ability of Indian mattress companies to produce high-end products that are competitive with global brands.

- **Limited Research and Development:** Many Indian mattress companies lack the resources to invest in research and development to develop new technologies and materials. This can make it difficult for them to keep up with the latest trends and advancements in the global mattress industry.
- **Limited Manufacturing Infrastructure:** While the Indian mattress industry has a significant manufacturing base, there is still a lack of modern infrastructure and equipment compared to global standards. This can limit the ability of Indian mattress companies to produce high-quality products at scale.
- **Limited Focus on Sustainability:** While sustainability is becoming increasingly important in the global mattress industry, many Indian mattress companies have yet to fully embrace sustainable materials and practices. This can limit their ability to compete with global brands that prioritize sustainability.
- **Limited Adoption of Smart Technologies:** While some Indian mattress companies have started to incorporate smart technologies such as sleep tracking and temperature control, the adoption of these technologies is still relatively limited compared to the global mattress industry.

#### Mattress Industry 4.0, strategies from a good night's sleep -

To prepare for the mattress revolution, the Industry 4.0, mattress technology companies should focus on adopting digital technologies, embracing automation and AI, optimizing their supply chain, prioritizing sustainability, and collaborating with other industry stakeholders. By doing so, they can stay competitive and drive growth in the rapidly evolving mattress industry.

- **Digitization:** Companies should invest in digitization to enable better data collection, analysis, and decision-making. This includes using digital tools such as sensors and software to monitor and optimize manufacturing processes, and to collect data on customer preferences and behavior.
- **Automation:** Companies should embrace automation to improve production efficiency and reduce costs. This can involve using robotics and other automated systems to handle repetitive and time-consuming tasks.
- **Artificial Intelligence:** Companies should explore the use of artificial intelligence (AI) to enhance manufacturing processes, product development, and customer service. AI can be used to analyze large amounts of data to identify patterns and make predictions, enabling companies to make more informed decisions.

- **Supply Chain Optimization:** Companies should optimize their supply chain by adopting technologies such as blockchain and RFID to improve visibility and traceability. This can help reduce lead times, minimize waste, and improve quality control.
- **Focus on Sustainability:** Companies should prioritize sustainability by using eco-friendly materials, reducing waste, and adopting energy-efficient manufacturing processes. This can help reduce costs and improve brand reputation.
- **Collaboration:** Companies collaborating with other industry stakeholders to share knowledge and expertise, to develop new solutions and technologies is one foolproof solution. This can include partnering with suppliers, manufacturers, and other industry players to improve processes and drive innovation.

#### The India Mattress Tech Expo - how do we help?

- **Networking Opportunities:** The exhibition provides an opportunity for companies to network with other industry professionals, including manufacturers, suppliers, and distributors. It is an excellent platform to meet potential partners and explore new business opportunities.
- **Exposure to New Technologies and Trends:** The exhibition showcases the latest technologies and trends in the mattress industry, including advanced materials, manufacturing processes, and smart technologies. Companies can gain valuable insights into these developments and how they can be incorporated into their own products and processes.
- **Learning and Knowledge Sharing:** India Mattress Tech Expo provides a forum for companies to share knowledge and learn from industry experts through seminars and workshops. This can help companies stay up-to-date on the latest developments in the industry and acquire new skills and knowledge.
- **Market Research:** The exhibition provides an opportunity for companies to conduct market research and gain a deeper understanding of the Indian mattress market. Companies can learn about consumer preferences, market trends, and the competitive landscape, which can help them develop more effective strategies for entering or expanding in the Indian market.
- **Brand Building and Promotion:** The exhibition provides a platform for companies to showcase their products and build brand awareness. By exhibiting their products and services, companies can increase their visibility and generate interest from potential customers and partners.

#### Great Mattresses = Greatly Reduced Stress

The first quarter for 2023-24 has commenced on a perfect note. India Mattress Tech Expo + Upholstery Supplies Expo (IME) is taking place in the Northern region for the first time and the space is bustling with excitement to grow and learn.

The mattress is an essential commodity with several applications in a variety of industries and will remain so for a long, long time. By encouraging improved sleeping habits, it also raises the comfort level and ensures good health. Those with hectic work schedules frequently experience a variety of health problems, including back discomfort, poor sleep, and an increase in cardiovascular illnesses.

The future looks bright but busier and this is the exact problem that we aim to tackle in many different ways. The Indian Economy is performing well and there is an overall desire for business expansion. In this edition, you can expect a big contingent from Turkey participating to showcase their latest technology.

The India Mattress Tech Expo will act as a wonderful platform for discussion and expert insights - catalyst for growth overall. A great line-up of speakers from 7 key manufacturers would discuss the role of mattress technology, trends for the future, new markets, new products, and new revenue opportunities that can be applied at a global level.

Consumer willingness to pay for effective sleep solutions has changed significantly worldwide, not just in the major cities but also in smaller cities and towns. With increased awareness, people's desire to do thorough research, evaluate prices and choose wisely when buying mattresses and other sleep solutions has become increasingly apparent. Apart from trends like customized mattresses - bed in a box mattress, eco-friendly, organic and sustainable mattresses is the sure trend that will satisfy the next generation of clients and the next good night's sleep!



**Kalyan Vedanth**  
Assistant Director - Projects  
**NürnbergMesse India**



# Edge away from your worries and make way for all new K34 Edge Bander!

Multitaskers and perfectionists of the furniture world - assemble! View the all new Altendorf K34 that is bound to give you an 'edge' over your competitors. The Altendorf Group have always been passionate about their craft and at NürnbergMesse India, we always take pride in showcasing works of passion! The products by the Altendorf Group are companions that will accompany and support you on your path to success.



On that note, here's introducing the Altendorf K34 - a powerful, reliable and easy-to-use edge banding machine for large volume production. The K34 is bound to be a trend-setter in edge banding and sets new standards in multitasking and ease of operation. Some of its features include a clear, easy-to-use 15" screen control that leaves no job unfinished. Made in Germany, this machine will surprise you thoroughly in all its capacity given that it has been designed for high-volume production to ensure reliable and long-lasting performance.



15 m/min. feed rate



While the K34 is definitely the show stopper, here are the two other models in the K Series that will make a great first, second and third impression - the K36 & K37. The Altendorf K36 is a high-performing, robust machine that consistently produces and operates at the very highest level. The Altendorf quality and stamp of reliability will impress not only you, but also your customers.



15" touchscreen with 3D graphics support



The Altendorf K37 will put you well ahead of your competition. This is the highest and best specified machine in the K series. Find all the other information you need at the exhibition from the team - come witness creations of passion and thought - the greatest combination there is!





## For the sake of a good 'Good Morning!'

When you are in the business and market of sleep solutions, you have to remember that you are really in the business of people, of good mornings. At Boyteks, that is the very core of business. Boyteks believe in the power of innovation. As the leading investment of Erciyes Anadolu Holding - one of the biggest groups of Turkey in the textile sector, it carries out all stages from yarn to fabric production in its fully integrated facilities operating with ERP systems. As one of the world's largest mattress ticking manufacturers with fully integrated facilities, it stands out as one of the leading brands of industrial textiles on a global scale. NuernbergMesse India stands with their lovely core achievement - Boyteks produce good mornings in more than 100 countries, everyday and continually aim to do the same!

Another Innovation in Mattress Ticking from Boyteks is Rose - Rose, which has been associated with beauty and love since ancient times, is now being used to create sleep solutions in the bedrooms due to its positive effect on the human body, mind and skin. Rose bedding fabric, thanks to the rose proteins it consists of nourishes the skin and supports skin-moisture management. This way, a more comfortable sleeping environment is ensured. Rose is an entirely new generation cellulose based bedding fabric. It's silky to the touch, is smooth and shiny and offers an excellent dehumidification feature. An environmentally friendly, vegan-certified and ecological product, it's sure to be one of the most popular raw materials.



Every year, the Boyteks affect more than 30 million human lives in over 100 countries. The consistent effort made to put humans and the planet at the heart of what they do - producing fabrics that have a purpose, a story, a life are driven by their extremely talented team that brainstorm and create meaningfully everytime. Sustainability is the most important value in this dynamic, technology-driven, fast-paced world. Believing in the power of innovation and creating value by being aware of the global brand responsibility is a conscious effort they make that is reflected in their product line.

Last but not the least - Nettle - Vegan-certified and eco-friendly, Nettle has now become a widespread alternative for cotton and is being used in bedding products as a natural and sustainable raw material. Frequently used in alternative medicine in ancient times, nettle is recognised for its superior properties like increasing resistance, protection from diseases, curing blood, circulatory system diseases and allergic reactions.



Here's a quick glimpse of some of their most promising and path breaking products that reflect all the principles and core values mentioned above -

The Green Cover of Nature has now been recognised for its healing and sustainable properties now - so they brought it to the bedrooms! The hemp that produces tens of thousands of benefits is now being transformed into bedding fabrics. The hemp stands out in terms of sustainability in the first place among natural fibers, which should be the goal for the future - it should be the future. It should leave people thinking - 'That's Natural! That's Hemp!'

Step into a sustainable, fresh and environment first world with Boytek - where your good mornings are good for you and everyone else around you.



# Interview – An Expert’s Take

Learning from those that have been in the midst of all the action, movement and growth of the sleep solutions industry is the one sure-shot way to growth for us all. We asked the questions and compiled some expert insights for you to gather knowledge, research and information from. Take some time out to hear what Mr. Rakesh Chahar, Chairman of the Indian Sleep Production Federation has to say about questions pertinent to this industry. As they say, there really is no better way to begin than with a quote.

## The Statement

*“We invite you to explore the recent advancements in mattress technology at the upcoming edition of India Mattresstech + Upholstery Supplies Expo 2023. From innovative materials, products, solutions to cutting-edge technology, attendees will have the opportunity to experience the latest trends. We are proud to bring together industry leaders and experts to share their knowledge and insights on the future of the industry. Join us to discover the latest in mattress technology.”*



**Rakesh Chahar**  
Chairman

Indian Sleep Production Federation

## Interview

### Q1: How do you see the mattress and upholstery industry evolving in the next few years?

A1: The mattress industry hopes to have a promising future in the next few years. Consumers are more involved now and are showing greater interest in choosing the right mattress for comfortable sleep. Especially after Covid-19, consumers are paying more attention towards their overall health and realizing the importance of the quality of the product purchased for purchase satisfaction. In our case, for quality sleep, better health and immunity that they now aspire to. The rise of online businesses and digital marketing opportunities are showing promise to help brands reach a wider consumer base. Brands are now investing more to help increase consumer awareness and spread information on the importance of mattresses for physical comfort. This has brought in a substantial change in consumer behavior in a low involvement category like mattresses, of all things.

### Q2: How is technology impacting the development of the mattress and upholstery industry?

A2: Ergonomically designed mattresses for natural spinal alignment, pillows that suit the varying needs for head and neck adjustments, the germ protection formula in the products, sleep products specially designed considering medical needs, compressed sleep products now delivered in boxes are a few examples that demonstrate how newer technologies have revolutionized the way sleep products are designed, delivered and impact the new age consumers. Not limited to the sleep products, the upholstery industry has also greatly advanced by adopting the latest technologies to ensure smart and comfortable product innovation that fills the gap in the market and solves problems that consumers have.

### Q3: What role does an event like IME play to benefit those in the mattress and upholstery industry?

A3: Showcasing the latest technologies in all aspects like materials, machinery, fabrics, foams, product innovations and of course, the seminar sessions - all of these offer deep insights into the industry overall and help educate consumers and creators on designs and end-products that are best suited for the human body. The diverse exhibits and interactive sessions also offer great networking opportunities for visitors. Events like IME actively support Indian brands when it comes to consistently manufacturing in line with the international standards of sleep solution products for our new age, discerning Indian consumers.

### Q4: Can you discuss any specific trends or developments in the industry that will shape the future of this industry?

A4: Our consumers purchase journey has shifted to a more informed decision making process. They choose mattresses that offer them the most comfort and support and have also started looking for VALUE in sleep products as compared to just the cost singularly. Consumers have also begun investing in sleep solution accessories like mattress protectors, pillows, etc. They’ve started understanding that sleep products, especially mattresses and these other sleep solution accessories, are an important part of their life and health regime. This offers them a good sleeping environment to relax and recharge in; and of course, in an appropriate ergonomic way is helping them keep a lot of health issues at bay that tend to develop over a period of time due to poor mattresses or other sleep accessories. They’re also looking for convenience - spaces where they can get a one stop solution for all their sleep-related issues. Brands or spaces where they can buy a new mattress and also responsibly dispose of the old, unhygienic and used mattresses/

sleep accessories which otherwise find their place in landfills adding to the pollution. The Mattress Industry has been a slow-moving one due to passive consumer involvement. However, the above positive and more involved changes in consumer behavior indicate a revolutionized transformation in the way mattresses and sleep accessories are designed and used by consumers today.

### Q5: What are some of the latest initiatives of ISPF to further support this growing industry?

A5: ISPF’s multi-directional, 360-degree initiatives in the areas of the Indian bedding industry growth, networking and expansion are aimed at bringing in more innovations to help craft some of the finest of sleep products and services. We want to enhance the consumer’s buying experience and enable them to choose the right sleep solution that will help improve the quality of their sleep without any compromise. Here are a few that we have actively built and are consistently working on. The aim is to tackle as many aspects as possible and here are a few -

- **ISPF’s Comfort Times Magazine** - This shares the knowledge and experiences of industry leaders to the readers while highlighting the business opportunities and offering the latest industry news.
- **ISPF’s Market Research Activity** - Our periodic market researchers discover insights and important information to get a 360 degree perspective on every aspect of the consumer’s sleeping needs. ISPF has conducted about 4 rounds of market research on consumer behavior in a span of 4 years. It combines the latest thinking, sector knowledge, expertise and intelligence to tap into the consumer’s behavior and motivations. ISPF has also trained more than 3,000 dealers and given certificates to them as Certified Retail Partners through our Retail Partner Certification Program. This is how we deliver training to retailers on product, presentation and consumer advantages with an objective to enhance the consumer’s buying experience and thus, skill-building with the retailer to sell sleep as an experience. Our retail training program will help you to formulate the most effective mattress selling strategies to increase your customer base and revenue generation.
- **Mattress Circular Journey for Environment Sustainability** - In an effort to take care of the environment, ISPF and IPUA along with our recycling partners have taken an initiative called the “#phenkonahirecyclekaro” (Phenko Nahi Recycle Karo) that aims at recycling the used mattresses and preventing them from going to the landfills. This helps us achieve maximum impact on the initiative of environment sustainability and pollution control.

**Q6: What is the theme of the upcoming edition of IME? Kindly share the conference topics as well?**

A6: The following points would be highlighted at IME EXPO 2023 -

- **Global opportunities for the mattress industry** - A seminar which will cover export opportunities for the modern mattress - a talk from an expert is being considered.
- **Mattress For The Hospitality Sector** - After Covid-19, the tourist inflow has increased by about 30 percent. Hence, most of the hotels are getting ready for the upcoming seasons. This will be an interesting avenue for increasing the production of sleep products.
- **Automation In Mattress Industry:** A talk by an international expert would be an added advantage for the visitors.
- **Mattress ticking and new developments** in the tapestry industry will attract many consumers.
- **Online platforms for sleep products** is another hot topic for the younger generation.

- **Mattress recycling** will be explained in detail by experts. This will highlight and improve the sustainability objective of the ISPF and IPUA.
- **Innovations in PU foam** will be another important topic for consideration. The growth in PU Industry is quite appreciable year on year. There is a growth of 8-10% and the consumer preference for foam is also increasing. The PU foam share is now about 55% compared to 40%, as it was three years ago. Along with foam, customers are also leaning towards spring-based mattresses. Though the growth is slow, it is growing steadily.
- **New products or components** like adhesives, packaging etc., also will be discussed in detail which will add more value to the visitors.

One of the main takeaways from the EXPO is that today, modern mattresses are preferred by the consumers of not only metro cities but also in huge quantities by tier-3 & tier-4 town people. The brand penetration is quite evident and visible. This encourages all brands to expand their focus on all smaller towns as well.

## The Diamond Of All Tools – The Leitz Diamaster EdgeExpert



NuernbergMesse India takes pride in gathering the best of the best innovators, market leaders and experts of the furniture, tool building spaces and Leitz is one of the companies that definitely occupies one of the top-spots for us there. Here's a little insight into what they're hoping to market as a game-changer.

Furniture panel processing with high quality requirements and materials is in many cases an economical challenge due to the variety and number of materials required. When joining furniture panels, greater wear of the tools results in a decreasing quality of the area of the covering layers and the machining quality over time. As a result, high costs are incurred by frequent tool changes and excessive stocking of exchangeable tools. Leitz recognises this problem and provides a stellar solution with the creation of an innovative, adjustable diamond jointing cutter from the EdgeExpert line. This is bound to ensure perfect machining quality of those panel edges and significantly more efficiency in the overall process.

A true specialist and magic tool for sensitive decors, the Diamaster EdgeExpert offers perfect processing quality of the panel edges through wear compensation. It achieves maximum concentricity and axial run-out accuracy through a centering and clearance free hydro-adaptor. Thanks to these smart, innovative features, excellent cutting results are achieved time and again due to optimum cutting geometry.

This product promises a long lasting and resource-saving solution because optimum utilization of unused cutting edge areas is possible through width adjustment of these jointing cutters. More impor-

tantly, it is an energy and power saving solution with all due credit to the research and innovators who put together this design. While diamond tipping makes the tool durable and robust, high cost efficiency is achieved due to the longer lifetime of the tools provided by them. It goes without saying that fewer tool changes due to width adjustment of the jointing cutters helps save time and costs. It is a synchronously adjustable variant - no axial adjustment of the spindle is necessary after width adjustment. The use of advanced and sophisticated laminates continues to grow in the furniture and interior design market which by nature is dynamic and competitive. New tooling concepts are the need of the hour to help meet the high quality requirements of these extremely challenging materials.

Familiarize yourself with the Diamaster EdgeExpert Jointing technology if you find yourself being a part of this market and industry. It is a specialist for delicate laminates - offering increased shear angle knife geometry for excellent results at the sides and edges. This zero-edge jointing technology produces a clean, polished workpiece due to its optimized chip transport with DFC®.

In a nutshell, here are the worries you can bid goodbye to with the Diamaster EdgeExpert -

- It provides reduced cutting pressure to maximize tool life and performance in sophisticated laminates.
- Advanced shear angle helps to optimize the quality to cost ratio and is applicable on most materials and laminates.
- The Aluminium WhisperCut tool body reduces its weight and significantly reduces its noise up to 5dB(A).
- The polycrystalline diamond knives can be resharpened multiple times due to its 3.1mm resharpenable area. Be sure to check out the Diamaster EdgeExpert and our other smart, modern new innovations at our stall in Hall 15, C-306 - look out for Leitz!



## Advanced Nesting Solutions from Leitz – Leitz Diamaster Nesting Router Bits

New launches, innovations and technologies are nothing new today. Companies with their competitive, creative and smart teams are constantly ideating and building. Leitz and their all new nesting solution is one to watch out for in this space. Here's a little glimpse into the advantages, the product and the company!

To achieve an effective nesting operation, Leitz has developed the Diamaster PRO, PRO 3 and PLUS 3 router bit tools with spiral cutting edge arrangement, alternate shear angle and DP tipped edges over the complete cutting length. With the DP plunging tip and tool body made from high-tensile material, these router bits are particularly useful for nesting applications and are available from stock in diameters ranging from 10 - 20mm. In today's world, it is a challenge to manage labour and material efficiently. With rising costs, it is much more difficult to handle these resources with conventional machining technology. With advanced CNC nesting technology, we can achieve effective use of our resources. Nesting is a waste optimised machining concept to size the boards on CNC machining centres.

With nesting technology, it is possible to perform both sizing and curvilinear cuts in one step. Nesting process are advantageous in many ways - here are some -

- Sizing, parting and grooving of material in one setting.
- Uses tools with high feed rates to reduce the cycle time and increase productivity.
- They can be resharpened up to 3 - 12 times and offer extended performance along with efficient sizing and nesting cuts in panel products as well as abrasive materials.

The typical areas of application for nesting are furniture made of wood derived materials which will be laminated or painted later, interiors of homes and workplaces like kitchens and workstations. Other materials on which nesting technology can be used include solid wood, non-ferrous metals and plastics.

Leitz has also developed nesting tools with increased positive shear angle for optimised chip collection in the direction of the extraction hood. The staggered tips on the entire cutting length with real Z2 and real Z3 tip arrangement offers the advantage of sizing materials which are to be painted such as MDF, and gives clean cuts on compact laminate edges.

There's also the Shrink Fit Chuck ThermoGrip® and here's a little bit about this innovation that can help you understand the problem-solving heights of the product.

The clamping system plays a very important role in the nesting process as the interface between tool and machines. With conventional chucks, the fit clearance reduces concentricity, stability and clamping force. The result - both the machine and tool land up being not as effective as they should be.

The ThermoGrip® shrink fit technology overcomes the limitations of conventional chucks since the tool and chuck are connected as if they were made of one piece (monobloc). This enables the nesting tool to cut at maximum speed, provides longer tool life, improves precision, high clamping eccentricity up to 0.01mm even with higher cutting forces.

## A Binding Partnership – Pidilite Industries and Jowat, SE



No industry and idea is furthered without collaborating with visionaries and market leaders in the space that are innovating, creating solutions and marketing their product in the right manner. Nuernberg-Messe India is delighted to cover the partnership and collaboration between Pidilite Industries Limited, India and Jowat SE. Before we learn about what their partnership has in store for consumers and the market, here's a little bit about the companies.

Pidilite Industries Limited, India are one of the leading manufacturers of adhesives, sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Their product range also includes paint chemicals, automotive chemicals, art materials, stationery, fabric care, maintenance chemicals, indus-



trial adhesives, industrial resins, organic pigments & preparations. Most of their products have been developed through strong in-house R&D. Their brand name Fevicol has become synonymous with adhesives to millions in India and is ranked amongst the most trusted brands in the country. Some of their other major brands are M-Seal, Fevikwik, Fevistik, Roff, Dr. Fixit, Araldite and Fevicryl.

Jowat SE, with its headquarters in Detmold is one of the leading suppliers of industrial adhesives. These are mainly used in woodworking and furniture manufacturing processes, in the paper and packaging industry, for graphic arts, in textile, automobiles and the electrical industry. The company was founded in 1919 and has manufacturing sites in Detmold and Elsteraue, Germany and four other producing

subsidiaries - Jowat Corporation in the USA, Jowat Swiss AG, Jowat Manufacturing in Malaysia, and the Jowat Universal Adhesives Australia Pty. Ltd. in Australia. The supplier of all adhesive groups, they are manufacturing over 90,000 tons of adhesives per year with around 1100 employees.

This collaboration is not an entirely new one but is one to watch out for. With their respective systems, they have managed to create lasting impact on their consumers. Since 2018, Pidilite has been exclusively handling sales and distribution of the entire range of Jowat adhesives in India and other neighbouring countries including Sri Lanka, Bangladesh and Nepal. In addition to this, the two companies have an ongoing technical collaboration encompassing the high growth, specialised category of Hot Melt adhesives. Inspired by the nation's call for an 'Atmanirbhar Bharat', this collaboration will provide a comprehensive range of locally manufactured Thermoplastic Hot Melt adhesives for use in several industrial, modular and other wooden furniture segments. This will be carried out in India at the state-of-the-art manufacturing facility in Vapi, Gujarat under the Fevicol-Jowat brand name.

Pidilite Industries Limited, India's leading manufacturer of adhesives, sealants and construction chemicals has further strengthened its collaboration with Jowat SE, Germany - one of the leading suppliers of adhesives worldwide with this innovation and venture. Taking the

partnership one step further, Pidilite will now offer Indian customers locally manufactured Jowat Hot Melts. Fevicol - Jowat will be targeted at furniture manufactures, builders, e-commerce players and industrial users like packaging, book binding, textiles and automobiles to name a few.

This venture and messaging would be incomplete without a little note from the visionaries of each company. Mr. Sudhanshu Vats, Deputy MD, Pidilite Industries Limited said, "The collaboration with Jowat has been extremely successful so far. Taking this partnership ahead, we will now manufacture Jowat hotmelts in India. The hotmelts will be co-branded as Fevicol-Jowat. With support from the Jowat team, we have set up a state of the art, best-in-class manufacturing and testing facility in Vapi, Gujarat. This will enable us to provide quick turnarounds to our customers."

Mr. Klaus Kullmann, Director, Jowat said, "Pidilite Industries is a leader in adhesives in Asia and we are delighted that we are taking this to the next level. The core of the company lies in innovation in technology, R&D and delivering outstanding service to our customers. Hence, both Pidilite and Jowat have decided to manufacture Jowat hotmelts in India. With this Indian manufacturing facility, both the companies will closely work to serve and offer the best solutions and products to the customers.

## Exhibitors Feedback & Visitors Response

As NuernbergMesse India organizes DELHIWOOD 2023 and India Mattresstech Expo 2023 with the best of the best innovators, technology, market leaders and companies - our Show Daily would be incomplete without on-ground feedback and thoughts from Day 2 of our exhibition and conference. The NM team met with the people from the different companies at the show and asked them pertinent questions regarding the woodworking, furniture, interior companies - here's a little glimpse into our roundup of DELHIWOOD and India Mattresstech through their eyes. Read through for insights, information and interesting takes on the same from experts and experienced professionals in this space!

We asked **Mr. Sayeed Ahmed, CEO, Biesse India** for his thoughts on the growth of the market and the challenges here. Here's what he had to say. "There is definitely a shift that is leaning towards higher technology entry level machines and people are opting for the CNC machines. With the advent of software that they're integrating with the machines, people are preparing for the automation of loading and unloading to minimize the manpower on the shop floor. So, lack of skill is probably the one thing that is affecting the industry. People are seeing how best they can minimize the manpower on the shop floor. As far as opportunities in India go, it has been consistently growing. Since 2000, we have never seen the market going down for India - maybe there's a little percentage variation here and there, but it has been steadily growing." When asked about the other shifts he sees in the market, here's what he had to say - "Nowadays, we see the people from other professions like architects and interior decorators being interested in the option of machines getting their interiors done rather than by a carpenter at the site to do it. I think that will have a big effect on the market."

Having covered woodworking and its innovations, newest product releases in length through the various articles and showcases you will find in the News Daily here, we decided to cover some other aspects of the woodworking and furniture industry while speaking with **Mr. Mudit Mishra, Marketing Manager, Hindware**. We asked him about the role of international trade in the woodworking and furniture industry and how they are navigating the challenges of exporting and importing goods. In response, he promptly said, "So, primarily what happened is that all the latest products that have been introduced in the European North American markets are restricted to those markets. However, the trends are changing and people are focusing on the Indian market and surprisingly we are getting equal weightage amongst new product launches."

**Mr. Bhanu Abeywardhana, Manager - Business Development and Marketing, Latex Green** gave us an insight on the upcoming trend of consumers leaning towards picking natural, organic, healthy, durable products that have obtained certification. Preserving the environment and keeping sustainability on the forefront seems to be one of the top priorities for consumers. After the pandemic, he observes a shift that is here to stay, grow and multiply given that the consumers have the resources to make informed, research-driven decisions when it comes to purchasing any product in the sleep solutions industry and market.

At **DELHIWOOD** and **India Mattresstech**, the goal is always to gather expert insights paired with the actual product to give you the best learning and experience. There was lots more discussed and displayed for the exhibitors and visitors to enjoy - please be sure to keep reading further.



# Mumbai WOOD

5<sup>th</sup> International Trade Fair for Furniture  
Production Technologies, Woodworking  
Machinery, Tools, Fittings, Accessories,  
Raw Materials and Products

NÜRNBERG MESSE



# Action TESA Launches ORNAMATTE – A Revolutionary Series of Matte Finish Products

New Delhi, Monday, February 20, 2023 – Action TESA, a leading name in the wood panel industry, is proud to announce the launch of ORNAMATTE, a series of super matte finishes that provide a new dimension to interior design. ORNAMATTE comes equipped with unique UV Coating hybrid technology that enables the company to produce all designs in two modes, UV finish and Super Matte finish.



The world is aware, colors have a profound impact on human behavior, and ORNAMATTE seeks to harness this by providing a range of colors that can stimulate people's appetite, encourage trust, enhance feelings of calmness, and change behavior in countless other ways. Matte finishes are currently trending everywhere, be it interior design charts for walls, furniture, or flooring, and ORNAMATTE seeks to completely transform the look of any space.

"ORNAMATTE is not just about good looks, it's a touch of silk and an expression of dignity and status. It's a beautiful world of gentle calmness," says Mr. Ajay Aggarwal, Managing Director, Action TESA. "It is our goal to provide our customers with a product that not only looks good but also adds value to their lives. With ORNAMATTE, we believe we have achieved just that."

One of the unique features of ORNAMATTE is its fingerprint resistance. The product pro-



vides a smooth satin finish that is pleasing to the touch, while the colors are a treat to the eyes. The super-smooth surface does not carry any fingerprints, ensuring that the product always looks clean and pristine.

With ORNAMATTE, designers can go beyond the limitations of traditional finishes and explore a new world of unlimited designs. The product provides a unique concept that allows customers to give wings to their imagination.



Action TESA has used the latest technology to produce a product that not only looks good but also performs well. With ORNAMATTE, they hope to provide our customers with a product that enhances people's lives and adds value to their spaces like kitchens, kids rooms decor, office spaces and more. Imagination is the only limit!

ORNAMATTE is now available for purchase from all Action TESA outlets across the country. For more information about ORNAMATTE, please visit the Action TESA website.

**About ACTION TESA:** The manufacturing unit of Balaji Action Buildwell (Action TESA) is located at Sitarganj, Uttarakhand and the corporate office is located in New Delhi. Action TESA has many milestones to its credit. Starting with being India's 1st and only brand to install, 7th generation Contiroll from Seimpelkamp GmbH & Co., Germany. With expansion, Action TESA has become the biggest MDF manufacturer in India with an annual Production Capacity of 4,00,000 CBM.

Accredited for installing the first thin MDF/HDF plant in India.

Largest company in Panel Industry of India.

Introduced the DOME Technology in India, unique to every product.

Distinction of installing the first True HDF Based Laminate Wooden Flooring manufacturing facility in India.

Introduced UV High Gloss Panel for the first time in India.

Further the company is committed to continue adding innovative products to the Indian Interior Infrastructure Industry viz. HDHMR Board, HDHMR Door, AC-5 HDF Laminated Flooring and, Boilo- BWP FR HDF.

Website: [www.actiontesa.com](http://www.actiontesa.com)

Price: On Request

Availability: PAN India

Head Office: Action TESA  
Balaji Action Buildwell  
G-11, Udyog Nagar, Main Rohtak Road  
New Delhi-110041, India



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Scan the QR code to read our e-Newsletter and gain insights about Woodworking, Furniture & Mattress Manufacturing Industry

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# The WAD Conference – Day 2 Synopsis

The Wood + Architecture and Design (WAD) is THE conference for those who look forward to healthy debate between the traditionalists and modernists on a common platform to explore the versatility, durability and application of Wood + Architecture and Design. The WAD conference held on Day 2 of DELHIWOOD would be incomplete and absolutely off mark if wood wasn't discussed at length. The uses, the alternatives, the advantages, the environmental impact and much more. This year, we brought to you the perspectives of two such individuals who come with a plethora of understanding on this subject and are ready to let us in on the abundance of knowledge. Meet **Mr. Pranesh Chhibber, Canadian Wood** and **Vivek Abhilash Sharma, Artius Interior Products** who took us through a stimulating WAD conference.

Here are some of the aspects that were tackled along with their response. Necessity is the mother of all inventions. The future is a home that is engineered well enough to shut out water, dust, noise and insects etc. These are not easily available options in the market and the opportunity was untapped. The only available option to consumers was the freelance carpenters who not only lacked the technical skills and expertise, but also the infrastructure and modern types of machinery and tools required to make a good product, leave aside a world-class product, which they are looking to create. Thus, recognizing the opportunity, they decided to set up a manufacturing unit for the same.

What are the various wood species that you use in your product line? Which wood species do you use the most and why keeping in view its sustainability in living and why is it important to build with wood? **Vivek Abhilash Sharma, Artius Interior Products** says, "There are several options being discovered now. Some of them include the douglas-fir and yellow cedar from B.C. Canada that remains extensively used for a range of applications. Alaskan Cedar and American White Oak, too. The reasons remain primarily aesthetics, resistance against termites, and their suitability to Indian weather conditions. As mentioned earlier, yellow cedar is one of the world's most durable species. It contains exceptional longevity given its natural decay resistance and suitability for carvings. We make its use extensively for doors and windows systems – our core business line. On the other hand Douglas-fir remains exceptionally well suited for making Glulam posts and beams."

**Pranesh Chhibber** adds to his response with another insight. "Building with wood is important and sensible for a number of reasons."

- **Versatile properties & applications**
- **One sixth of the weight of concrete**

- **Excellent strength to weight ratio**
- **Durable - Can survive over decades to a century**
- **Brings warmth, wellness and luxury together**

Here are the repercussions of other materials that might be used, like concrete.

- **Air emission**
- **Greenhouse emissions**
- **Water contamination**
- **Large amounts of dust**
- **Pollution from running the facilities is massive**
- **Energy intensive**

How do you see the market react about its choice of solid wood as a raw material? Also, how much a customer is concerned about legally harvested, certified wood from forests that offer sustainability?

The trend encourages the applications involving solid wood in various segments primarily residential, and hospitality sectors. Such as paneling, cladding, furniture (indoor and outdoor), joinery (doors and windows) and pergolas or gazebos, decking, etc. among others. Customers receive awareness about global warming and carbon footprint. Thus, they have become more conscious about their role in conserving the environment and are consciously asking for products made with legally harvested and certified wood.

Therefore, they move towards sustainability in living with great enthusiasm. Moreover, leading brands, architects and designers play a major role in educating the end-users. Additionally, many organizations remain committed to the cause of sustainability and consistently do their bit with them. They remain increasingly conscious and particular about LEED points in their projects.

Educating consumers about why this is the right choice is half the task and should be the focus first. Helping them learn that wood offers properties like this will definitely help.

- **Self Fire Extinguisher**
- **Earthquake resistant**
- **Wind resilient**
- **Acoustic Excellence**



## India Mattresstech Expo Conference - Day 2 Synopsis

Consumers today are equipped with the tools to research, understand and gather the appropriate amount of information from trustworthy sources to acquire sleep solution products that will change their day-to-day health, productivity and comfort. At Day 2 of the India Mattresstech Expo 2023, our visitors encountered a panel that discussed the technology, material, process and future of these sleep solutions alongside their contemporaries who brought that interactive element to the table.

**Siddharth Malani, Vice Chairman, IPUA** shed light on the BIS Standards for Mattress Grade Foams. This conversation covered an important conversation about the quality, material and importance of the two in any sleep solution provided in the market - especially mattresses. He went over the guidelines set by the BIS and the process that helps different sectors bridge the gaps and face the challenges that are at many points limitations. Here's a quote he lives by "Quality means doing it right when no one is looking." - Henry Ford. He talked about how in the case of rebonded polyurethane foam, domestic mattresses shall be made from only polyurethane foam scrap devoid of any other types of plastics or any other foreign material. He also offered insights into the structure, the different types of foam, the compulsory marking and the usage scenarios for each. This expert talk sure did offer perspective and an insight into the quality and standard checks that have to be met so you can enjoy your sleep just as much as many companies have enjoyed creating these products for you!

**Tushaar Guatam, Director, Sheela Foam**, delved into the increasing value and importance of PU Foam in a mattress. No perspective from

market leaders is complete without a global perspective and that is what we gathered from Tushaar. Energy efficient insulation materials that comply with the need for sustainability, durability and longevity of conceptualizing and manufacturing processes is a topic that's been widely discussed and adopted. Getting the true and blue downlow on this subject from a subject matter expert was definitely a highlight. He discussed the process of understanding what the customer wants, what brands are sought after and the topics that surround that from innovation, versatility, durability, affordability, customer service and the management of the supply chain.

Keeping it fresh, informative and touching on what experts are calling the new emerging trends that are here to stay was **Jyothi Pradhan, CEO, Kurlon**. While the subject matter is in itself very well explored - Jyothi Pradhan brought it back to the basics - sleeping responsibly. The why, the who, the what and the how. She covered everything from the quantity manufactured, the materials used, the cycle that is created there and how to be more conscious of it all before we begin thinking about how to solve the problem. Jyothi also explained to the audience where the solution-implementing should begin and with whom. Last but not the least, the absolutely necessary and lovely campaign yet - **#phenkonahirecyclekaro** (Phenko Nahi Recycle Karo) that has been implemented to help support and further this initiative.

**Here are the steps, in short, so you can find a way to be part of it.**

**Step 1: Collection of mattress**

**Step 2: Sorting and tear down**

**Step 3: Component Collection**

**Step 4: Recycle / Upcycle / Reuse**

