



**LAUGFS**  
RUBBER

LAUGFS Corporation (Rubber) Limited

# Vision | Mission | Values

## Vision



To be a leading market player and the brand of choice in mobility solutions and other engineering applications.

## Mission



We strive to be a globally renowned provider of diverse rubber solutions, excelling in off-road mobility applications and beyond, with a steadfast commitment to innovation, customer-centric products, and environmental sustainability.

## Values



Our Values : DRIVE

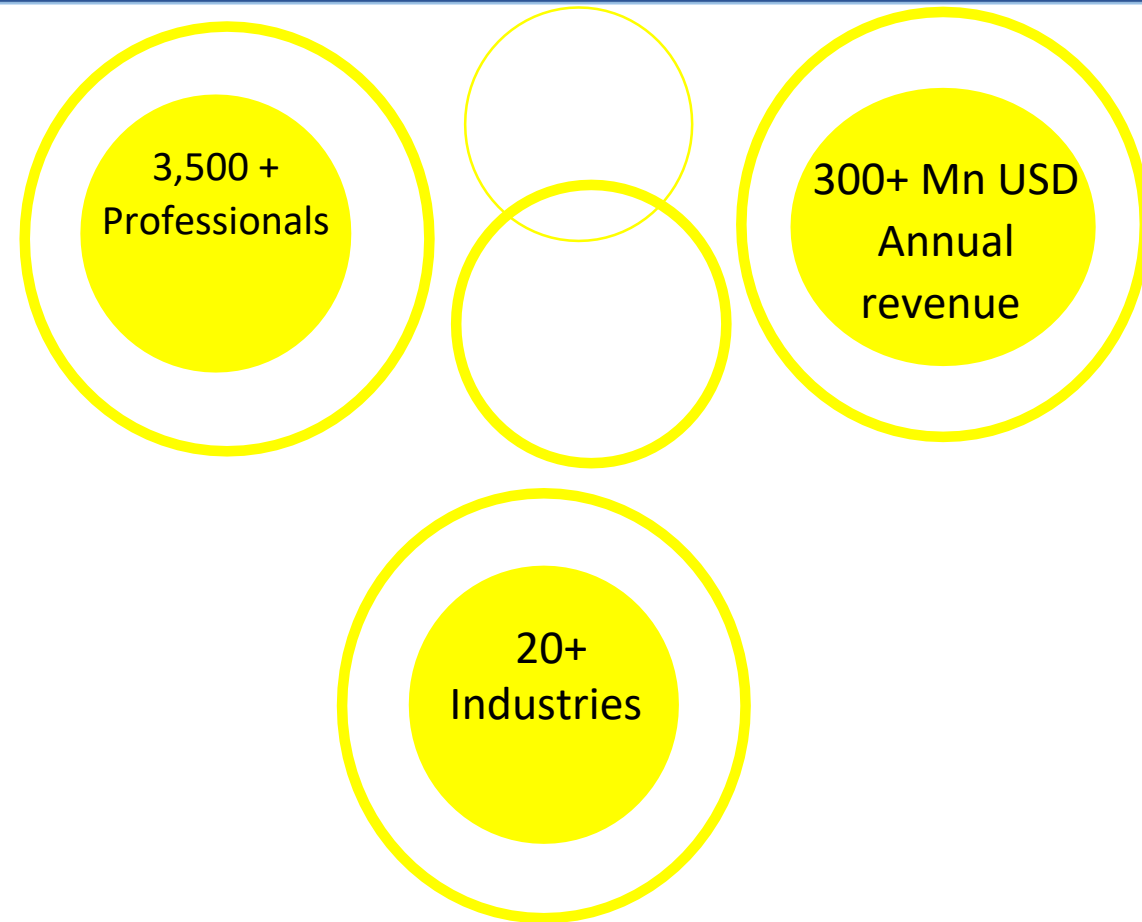
- Dedication - to Quality and Excellence
  - Responsibility - Environmental and Social
  - Innovation - in Products and Processes
- Value - for Stakeholders  
Ethics - Integrity and Customer-Centricity

# GROUP OVERVIEW—LAUGFS HOLDINGS

LAUGFS Holdings is one of the largest diversified entities in the Sri Lankan business landscape. The company began its operations in the year 1995 in the LP Gas downstream industry. LAUGFS today has expanded across 7 industries with 20+ companies

in Sri Lanka, UAE, Maldives, USA and the Netherlands with its footprint touching the lives of people as a premier local brand who has boldly expanded both within and beyond its own geographical boundaries and is continuously seeking for more growth opportunities.

For more info- <https://www.laugfs.lk>



# GROUP OVERVIEW—LAUGFS HOLDINGS



# TIMELINE



## World Tire



2009

First Export forklift tires

2014

Full Range of Industrial Tires

2017

Started Super Solid Line

2019

Introduced CON Range

2021

Biggest Tyre made in Sri Lanka

2023

Introduction of 2nd Brand "World Tire"

2008

Incorporation



2013

Breakeven

2016

Started Range Construction

2018

Inc of JV Companies

2020

LAUGFS branded Pneumatic Tires

2022

Became the best Overall Exporter NCE Awards 2022

# LAUGFS RUBBER – AT GLANCE



LLKR 6.3Bn  
Revenue in  
FY 2024



4.5 Billion Assets  
as on 31st March  
2025



55+Export  
Countries



6500T+ Annual  
Production



500+ Annual  
Shipments  
(TEU's)



300+  
Employees



346  
Production  
Days



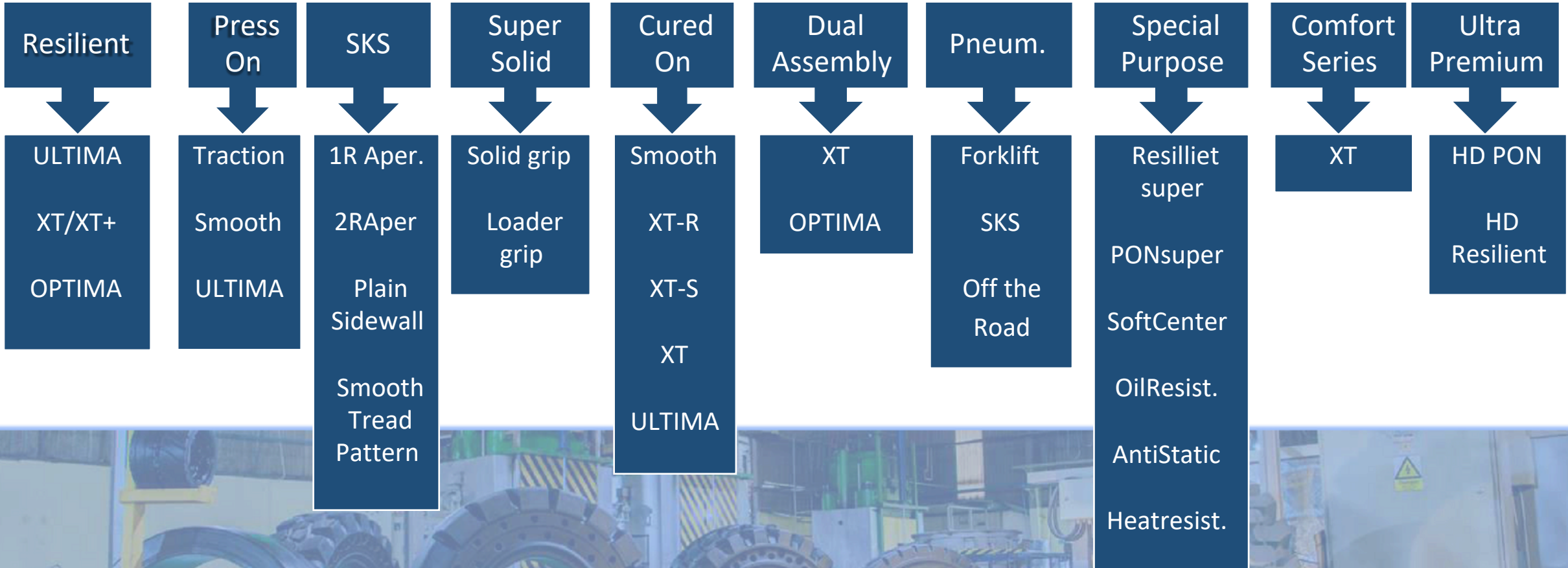
2 Distribution  
Centers



5 Hectares



# LAUGFS RUBBER - PRODUCT PORTFOLIO



# LAUGFS RUBBER - PRODUCT RANGE

## Material Handling



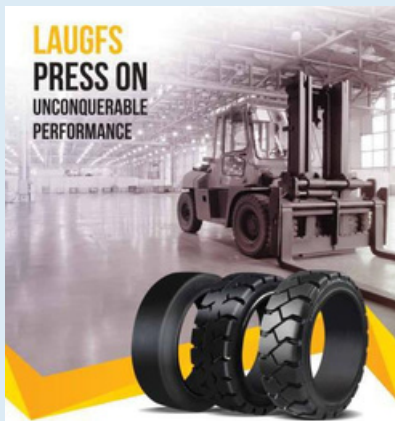
OPTIMA



XT/XT+



ULTIMA



Press On



Press On ULTIMA

## Construction



SKS

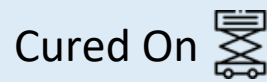


Super Solid

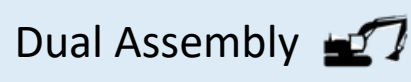
# LAUGFS RUBBER - PRODUCT RANGE



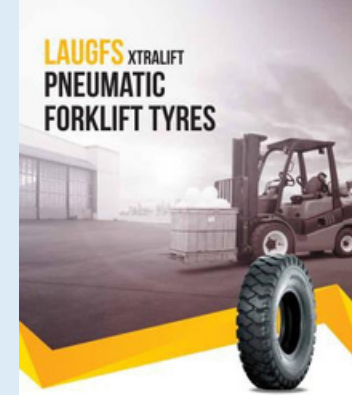
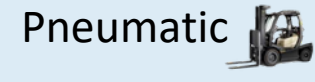
Heat Resistant



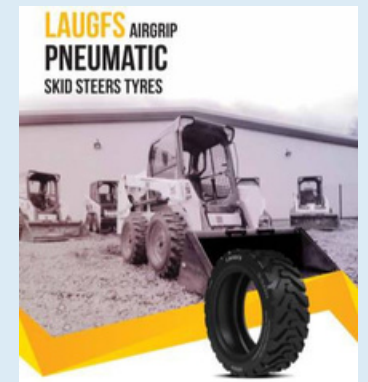
Oil Resistant



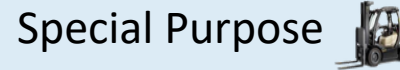
Resilient Super



Press On Super



Soft Centre



# LAUGFS RUBBER - DEMAND STRUCTURE



Forklift 45%



Construction/Industrial  
Vehicles 20%



Mining 11%

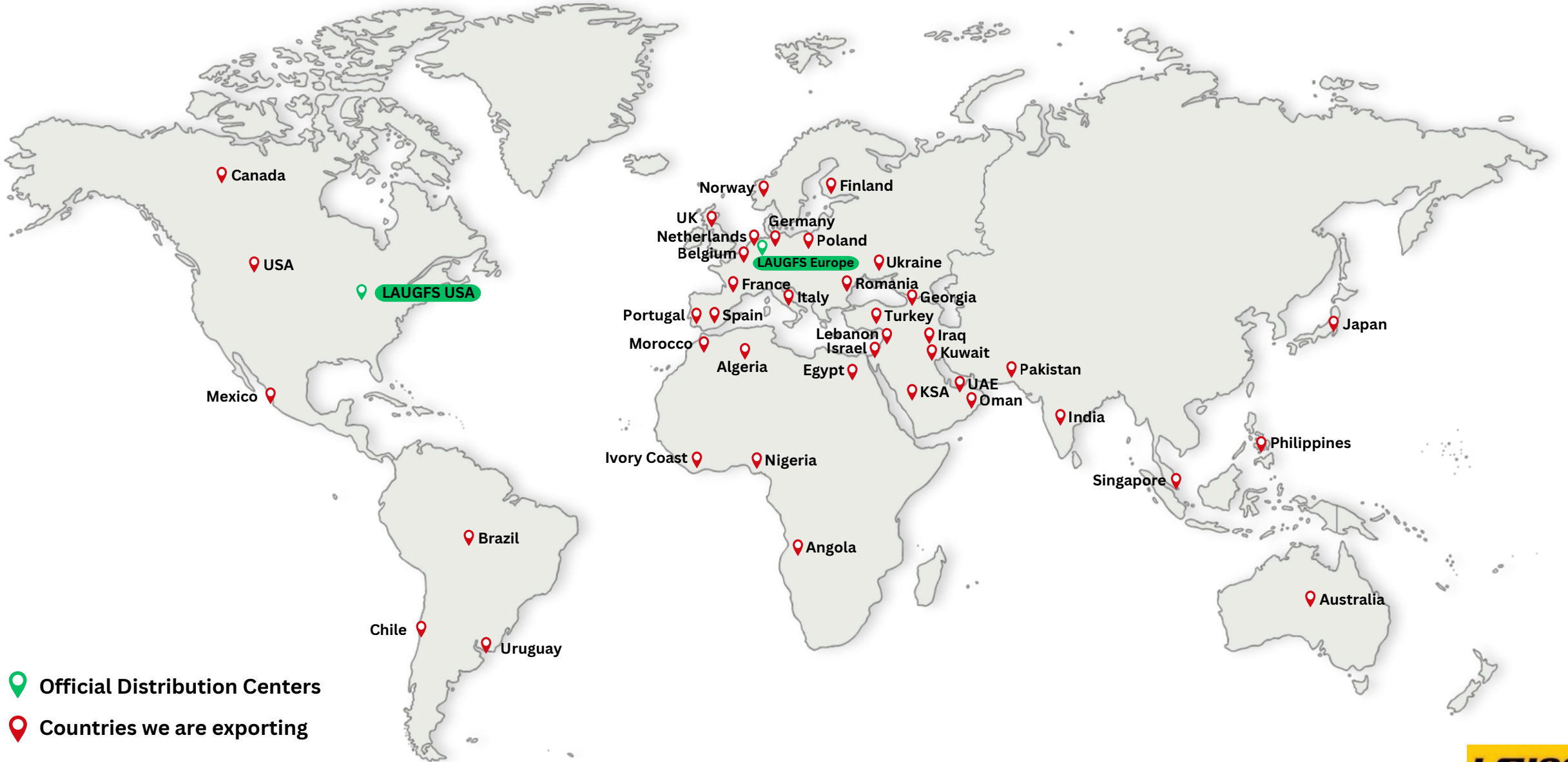




Port Machinery 8%



Other 16%

# GLOBAL PRESENCE



-  Official Distribution Centers
-  Countries we are exporting

# MANUFACTURING PROCESS



# LAUGFS RUBBER - QUALITY SYSTEMS

## Compliance to OEM specific requirements

- Production part approval process (PPAP)
- Process flow diagram
- Advanced product quality planning (APQP) – Control plans
- FMEA (design & control) – Failure mode & effect analysis
- MSA – Measurement system analysis
- Statistical process control
- Process capability analysis

## Systems / Product Certifications

- REACH compliance  
Qualification criteria for EU exports
- Quality management  
ISO 9001: 2015
- Environmental management  
ISO 14001:2015
- Energy management  
ISO 50001:2011
- Occupational health & safety  
ISO 45001

# OUR COMPETITIVE EDGE

## *Product*

- Globally acceptable quality by all customer segments, including OEMS
- Largest product range and portfolio as compared to leaders in the market
- Product availability
- all solid tire range
  - resilient/ preseason/ cured on/ assemblies/ super solids

## *Design Capability*

- Capability to design and develop products according to customer-specific requirements
- Expertise in the latest design concepts like reverse engineering and 3D modelling through solid works
- Competency in the development of any type of wheels according to customer requirements

## *Manufacturing*

- Manufacturing flexibility and agility
- Experienced and competent workforce Internationally
- recognized certifications
  - ISO 9001/ISO 14001/ ISO 50001 / Reach compliance



# AWARDS AND CERTIFICATIONS 2022/2023



NBE Awards 23/24 – Gold Award (Export Sector), Bronze Award (Large Category)



NCE Awards 22/23 – Most Outstanding Exporter



NBE Awards 22/23 – Overall First Runner Up



Gold Award at NCQP Awards



PRISL Awards –Runner Up for Innovative Product of the Year Outstanding Large Enterprise



Gold Award for "Quality Circle" Competition – National Convention on Quality and Productivity 2022



National Industry Excellence Awards 2023 – Runners Up



Runners Up - National Business Excellence Awards 2022

# AWARDS AND CERTIFICATIONS 2022/2023



NCE Awards 2022 – Most Outstanding Exporter



NCE Awards 2023 – Most Outstanding Exporter – Runner Up



Winner - National Business Excellence Awards 2023 (Large Category)



ISO 45001



Successfully completed the Haulotte customer Audit – 2023



Successfully completed the MANITOU customer Audit – 2024



Successfully completed the JCB customer Audit – 2023



Great Place to Work 2023

THANK  
YOU!