The Glorious Journey of a Decade.....

dining in style

artisan)

Artisan Ceramics Limited

Mission:

To continuously improve every phase of operation, to look into minute details to achieve perfection, to ensure maximum safety and comfort for workforce, to safeguard environment, and to serve a pool of highly satisfied, discerning customers.

Vision:

To become the tableware manufacturing company that best understands, produces and satisfies the need of customers across the globe through continual improvement and innovation.





Words from the Chairman

It is my immense pleasure and privilege to have Artisan Ceramics Limited's new product brochure on board. I strongly believe that this will add additional flair to decade old glorious journey of Artisan Ceramics Limited. I hope this brochure truly reflects the vision of Artisan Ceramics Limited "To become the tableware manufacturing company that best understands, produces and satisfies the need of customers across the globe through continual improvement and innovation."

I thank all the employees of Artisan Ceramics Limited for this wonderful endeavor. I also hope to see Artisan Ceramics Limited is growing, strong to stronger and big to bigger in the coming days.

Thank you very much.

Nader Khan Chairman Artisan Ceramics Ltd.

Artisan's Board of Directors

- Mr. Nader Khan Chairman
- Mr. A.Q.I. Chowdhury, OBE Managing Director
- Mr. Azam J Chowdhury Director
- Mr. Showkat Ali Chowdhury Director

- Mr. Mirza Salman Ispahani Director
- Mr. Matiur Rahman Director
- Mr. Anis Ahmed Director



Artisan Ceramics Ltd. Factory Main Gate

Introduction:

Artisan Ceramics Limited is a subsidiary of Consolidated Tea and Lands Company (Bangladesh) Limited & Baraoora (Sylhet) Tea Company Limited (former subsidiaries of James Finlay Ltd (UK). Artisan Ceramics Limited was established in 2005 to produce top of the range porcelain tableware of all kinds for international market. Time of construction only 9 months to complete the plant from the day of ground-breaking has created a milestone in successful project management in Bangladesh. Within less than six months of its commercial production, the company has succeeded in attracting a host of world's renowned tableware customers including the big world reputed retail names.

Brief on the Parent Company:

Consolidated Tea and Lands Company (Bangladesh) Limited & Baraoora (Sylhet) Tea Company Limited (former subsidiaries of James Finlay Ltd (UK) have its legacy which is over 250 years old. One of the largest tea garden owner in Bangladesh producing 13 million kg of tea per annum; local brand is familiar as "Finlay Tea" in the domestic market in Bangladesh. James Finlay, a Scottish company was a trader and manufacturer of cotton. In the latter half of 19th century, Finlays ventured in India to plant tea. Since then the company played a pioneering role in developing tea plantations in north & south India and Bangladesh. In north India Finlays tea plantations were in Assam, Doars, Cachar and Sylhet in Bangladesh. Finlay's tea plantations in Bangladesh

now belong to its successors in Bangladesh. Namely-The Consolidated Tea and Lands Company (Bangladesh) Limited & Baraoora (Sylhet) Tea Company Limited. These two companies acquired Artisan Ceramics Limited in February 2011.

Factory:

The factory covers a built-area of 200,000 sft decently laid out over 4 acres of picturesque land at Sreepur, Gazipur, Bangladesh nearly 40 km north of Hazrat Shahjalal International Airport. It produces 7.5 million (per year) pieces of porcelain of variety of shapes varied selection of designs, and patterns both in and on glaze decorations. Artisan is equipped with state-of-the-art machineries & equipments. The biscuit kiln, glost kiln and the decoration kiln are computer operated tunnel kilns. Efficient factory management, technical expertise of experienced



Cup Finishing & Handle Joining

ceramist and engineers, 10 modelers and designer, 50 other professionals who are never short of new ideas based on customers needs and at the time, adapting and keeping in tune with the latest trends and fashions.



Market Orientation: International Market:

Artisan Ceramic management gives utmost importance to customer desire. The design team takes input from all around the globe and try to

convert basic tableware range to products with supreme aesthetic value at affordable price. It's corporate culture is

Finishing about innovation in pattern & shapes, tomer satisfaction, on-time delivery and atten-

quality assurance at all levels, customer satisfaction, on-time delivery and attention on social environment, safe health & hygiene issues.

Since it's inception Artisan product has already established a formidable presence in international tableware market. They are exporting to USA, Italy, Germany, Austria, Sweden, France, Norway, Greece, Cyprus, Spain, Poland, The Netherlands, Malaysia and India.



Flateware Forming

production team, vigorous quality control and detail attention to every stage of production beginning with the selection of finest raw material from international sources ensure high quality of its product. The workforce and management is fully committed to Total Quality Control (TQM) and follow systematic procedure and its compliance audit.

People:

The company employs an efficient and creative team of 700 people including 35



QC & Finishing



Domestic Market:

Artisan Ceramics Ltd. prominently operates in the Domestic Market of Bangladesh with it's wide spread network across all corners of the country. Artisan Ceramics Ltd. has got 140 registered dealer network through which it delivers it's product. Besides Artisan also holds its' strong presence in Corporate Sales segment of Bangladesh.

Compliance Activities at Artisan Ceramics:

Artisan Ceramics Ltd. successfully qualified compliance & social audit of world renowned audit companies. The Highlighting features are:

Inside Glost Kiln

- I. Fully compliance to labor law in all relevant aspects.
- II. No child and enforced labor.
- III. Adequate Fire Fighting & Fast Aid facility.
- IV. ETP & Efficient Disposal Management.
- V. Insurance & Medical Facility for all employees.
- VI. Compulsory use of PPE (Personal Protective Equipment).

Product:

Artisan's porcelain tableware are produced at a higher temperature than most making it more durable and it better translucency and brilliant glaze. The porcelain is comparatively light weight and with extremely smooth surface. It does not absorb water and resist damage during cleaning. The company manufactures the whole range of tabletop products and customers are at liberty to Quality Inspection Biscuit Ware

choose from dinner set, tea set, coffee set, fruit set, dessert set, soup set etc, Flower vase and other souvenir items either for exclusive presentations or corporate gifts. A comprehensive range of tableware

giftware like-mug, jug, ashtray,



and giftware products plus hundreds of new designs of latest trend and fashion have established Artisan as one of the prime company at home and well in the international market. Apart from company's design, it also work with customer's exclusive design to develop shape and decoration.

General Product Feature of Artisan Ceramics:

I. Micro wave proof. II. Freeze Resistance. III. Dishwasher safe. IV. Resistance to Detergents.

Tableware production Capacity:

About 20,000 Pieces of world class porcelain tableware is produced at Artisan Ceramics Ltd. per day, which is about 7.5 million pcs production per year, combining body formulation, forming, glazing, firing decoration and decal printing procedure.

Ware for Hospitality Industry:

Artisan has also varied range of tableware for hospitality industry such as hotel, airline, restaurant and other services. These are available in customized shape and decoration.



Product Standard:

The products of the company confirm to the performance standards Export Decoration



of United States Food and Drug Administration (USFDA) and Proposition 65 of California and therefore completely safe for daily use for food service. Artisan strives to adhere to the strictest criteria of safety rules and regulations so that customers should feel confident of their product which don't contain substances that can cause even least harmful effects. All tableware are microwave safe except some of the range

Lining decorated with gold or

continued in page 49 ...>>>





Research and Development

Body Variety and Range: Artisan ceramics through its Research & Development (R & D) offers various unique bodies like Premium Porcelain, Supreme Porcelain, Ultra Bone, Ultra Ivory and High Alumina Porcelain tableware for all different market segments. Artisan Porcelain has the finest features and bright white body, made from highest quality raw materials. It is comparable in quality to the best Porcelain, manufactured by the world-renowned companies



Premium Porcelain: Premium Porcelain has the bright white body. Contains 20% Alumina in the Body. Water Absorption is 0%, hardness of Glaze 4 Mohs and Crushing Strength 1000Kg/cm2.



Ultra Bone: Excellent bright white body & excellent translucency which is more white appearance than conventional Porcelain. The best quality of Raw materials like Premium quality New Zealand kaolin and other additives. Water Absorption is 0%, hardness of Glaze 4 Mohs and Crushing Strength 1080Kg/cm2.



Ultra lvory: Contains 21% Alumina in the Body which less weight to Porcelain Body and color is creamy with better translucency & brightness to Porcelain. Water Absorption is 0%, hardness of Glaze 4 Mohs and Crushing Strength 1080Kg/cm2.



Supreme Porcelain: More bright white Body contains 22 % Alumina in the body. Water absorption is 0%, hardness of glaze 5 Mohs & crushing strength 1150 Kg/cm2.



High Alumina Porcelain: This Product has no translucency and made especially for Hospitality and Food Service Industry. Contains 37% Alumina in the Body and can be offered in any shape suitable for commercial use. Water Absorption is 0%, Hardness of Glaze 5 Mohs. Crushing Strength 1450 Kg/cm2.











Round Plate 31 cm, 1100 gm

Dinner Plate 28 cm, 715 gm

Dessert Plate 21 cm, 390 gm



Rim Soup Plate 24 cm, 540 gm



Salad Bowl 14 cm, 260 gm 24 cm, 1150 gm



Coffee Cup & Saucer 100 CC



Breakfast Cup 450 CC





Round Plate 31 cm, 980 gm



Tea Cup & Saucer 190 CC 220 CC 250 CC



Tea Pot 1360 CC



27 cm, 690 gm

Dessert Plate 21 cm, 390 gm 19 cm, 330 gm



Coffee Cup & Saucer 100 CC



Coffee Pot 1380 CC Oval Platter 36 cm, 1250 gm 32 cm, 650 gm 25 cm, 475 gm



Coffee Mug 450 CC (Big) 300 CC (Small)



Soup Tureen 3750 CC



Rim Soup Plate 23cm, 520 gm



Milk Pot 290 CC



25 cm, 720 gm 22 cm, 575 gm 16.5 cm, 390 gm 14 cm, 275 gm



Sugar Pot 320 CC



Gravy Boat 385 CC



Egg Cup 80 gm



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Dessert Plate 20.5 cm, 380 gm



Soup Tureen 2600 CC Oval Platter 36 cm, 970 gm 25 cm, 335 gm



Tea Pot 1400 CC



Soup Plate 20.5 cm, 300 gm



Coffee Pot 1530 CC



Salad Bowl 14 cm, 200 gm



Coffee Cup & Saucer 115 CC



Milk Pot 370 CC



Sugar Pot 340 CC



UB 08 (Ultra Bone)





Charger Plate 31 cm, 1235 gm



Tea Cup & Saucer 210 CC

Milk Pot 300 CC





Dinner Plate

27 cm, 840 gm

Dessert Plate 20 cm, 415 gm

Sugar Pot 335 CC

Dister

Platter 36 cm, 1140 gm 25 cm, 620 gm



Breakfast Cup & Saucer 460 CC



Soup Tureen 3000 CC



Soup Plate

23cm, 470 gm

Tea Pot 1300 CC

Salad Bowl 25 cm, 675 gm 14 cm, 275 gm



Coffee Pot 1350 CC



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Charger Plate 31 cm, 1435 gm



Coffee Cup & Saucer 120 CC



Milk Pot 335 CC



Dinner Plate 27 cm, 825 gm

Dessert Plate 20 cm, 445 gm



Salad Bowl 23 cm, 740 gm 15 cm, 255cm



Sugar Pot 340 CC

Platter 36 cm, 1125 gm

25 cm, 620 gm



Soup Tureen 3270 CC



Rim Soup Plate 23 cm, 755 gm



Tea Pot 1365 CC



Tea Cup & Saucer 165 CC



Coffee Pot 1545 CC

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Dinner Plate 26 cm, 790 gm



Dessert Plate 20 cm, 400 gm



Coup Soup Plate 20 cm, 470 gm



Coffee Cup & Saucer 100 CC



Salad Bowl 23 cm, 630 gm







díníng ín style





Round Plate 31 cm, 1105 gm



Dinner Plate 28 cm, 845 gm

Furit Bowl

14 cm, 320 gm



Salad Bowl 20 cm, 785 gm





Dessert Plate 23.5 cm, 550 gm



Rim Soup Plate 23.5 cm, 550 gm



Coup Soup Plate 20 cm, 500 gm



Tea Cup & Saucer 220 CC



Coffee Cup & Saucer 100 CC



Coffee Mug 360 CC





Emperor Gold 07601 / Art 01

ME

Alexan and

Víctoría 120 / Art 01

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Rose Platino

09634 / Art 01

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In Glaze

Camellía 07641 / Art 01


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Rainbow





Amadeus 09663 Pristine 06618



Grace 09630

38



díníng ín style



Luxury 08621

Classic Gold 09628





díníng ín style



In Glaze

08646 (Blue) 07646 (Green) 07646 B (Red) 08613 (Imprial Blue)











In Glaze



















Spray Color (In Glaze)

díníng ín style



Accessories



Flower Pot 10 cm



Pen Holder Triangle, 10.5 cm



Pin Holder 7 cm



Triangle Bowl 120 gm



Jug & Glass 1850 CC & 340 CC



Hand Paint



Pen Holder Square, 11 cm



Card Holder 10 cm



Paper Weight Octagonal, 139 gm



Flower Vase Fish, 22 cm



Bird 750 gm



Deer 245 gm



Jar 15cm, 14 cm, 11 cm



Paper Weight Oval, 120 gm



Bank 1020 gm

Leaf

145 gm

Banana Leaf

985 gm , 610 gm, 465 gm



Soup Pot Lion, 375 gm



Astray

185 gm



Astray 220 gm



8 Pcs Curry Set 1535 gm

Pen Holder

47







Gift Boxes



platinum. Likewise all tableware are safe for machine washing, however, design with gold and platinum decorations are recommendation for hand washing.

Quality Control:

Artisan Ceramics Ltd. has the most rigorous and comprehensive quality control system in it's entire operational sphere. Entire quality control can be divided into 3 major parts:

- I. Incoming material (Raw material) quality control.
- II. Process quality control (covering each section of the production process).
- III. Finished goods quality control.

Social Obligation:

Artisan's management and co-workers are aware of its responsibility on social and environmental issues and ensure full compliance of the requirement not only by themselves but also by their suppliers. The company ensure good working environment, non-engagement of child labor, equal gender opportunity, freedom of association, compliance of standard relating to emissions into air & Hand Painting water and handling of waste and chemicals.





SHE (Safety Health & Environment):

SHE (Safety Health & Environment) are of utmost priority of Artisan Ceramics Ltd. Adequate measures are be taken in order to ensure work place safety & personal safety through our modern medical facilities primary healthcare is ensure. Artisan's also have standby ambulance service in the case of emergency. Periodical air, water & noise tests are conducted to ensure proper working environment.

Employee Welfare:

In addition to full time medical facility Artisan Ceramics provide- group insurance, gratuity, appropriate training & development etc. Artisan Ceramics also emphasize heavily on equal employee opportunities, child care & maternity benefit.

Modeling

Product Variety and Range:

Artisan is capable of producing variety & wide range of porcelain tableware for domestic, Retail and Hospitality Industry in various Shapes; Artisan offering currently about 35 Shapes and 100 designs. Starting from 2 Pcs place setting to 43 Pcs Dinner Set and 72 Pcs Full Service Sets to variety of Gift items, all customized range of High Quality Porcelain Table Top can be supplied by the Company. In addition to this Artisan has also developed 20



full range of shapes as 50 more designs as provided by the buyer's.

Decal Plant:



Ball Milling

Artisan has advantage of producing high quality transfer (decalcomania papers) using advanced Japanese technology in its decals plant. It has capability to produce individual design according to customer preferences in the shortest possible time. The professional and creative workforce backed by expert management team ensures high quality and productivity. This service enables the company to offer real value for money to its respected customers. Artisan has already

Decal Printing

developed the expertise of producing design consisting of as high as 24 colors.

Machinery's & Utilities at Artisan:

Machinery's:

Artisan Ceramics has adequate machinery support to ensure its annual production of 7.5 million (i.e) Ball mills, Double Head Roller, Casting ware production facility (Both for Drain and Pressure), one each of Biscuit Kiln (8 MT/day, 890° C), Glost Kiln (6 MT/day, 1330° C), Decoration Kiln (On Glaze-870°C & In Glaze-1200°C) & 2 Decal Printing Machines.

Utilities:

- 960 KW own Power Generator (2 Gas Based & 1 Diesel Based)
- 500 KVA, 400 KW Transformers
- 720 Litres /Minute water usage capacity from Deep Tube well
 11,000 M3 Gas used daily to run Biscuit, Glost, Décor Kilns and Generators.

Product & Design Development:

Artisan's Shapes & Design development take place mainly in 2 ways: I. Through Artisan Ceramics Limited's own R & D department. II. As provided by the buyer's (both shape & design).

Decoration:

Artisan possesses the capability of several types of decoration like wise: In Glaze, On Glaze, Spray & Hand Painted Design.

Accessories & Gift Items:

Apart from conventional tableware, Artisan has also attained the skill set of producing wide variety of accessories and gift items, which have been delivered to many buyers across the globe. Some of these are: Flower Vase, Pen Holder, Paper weight, Bird & Soup case & others decoration.





Decal Printing

High Lights of Artisan's Journey

- Fastest erected ceramic factory in Bangladesh.
- 2 Times award winner in the world's biggest ceramic fair.
- Having lowest lead time in terms of new development of shape & design.
- Successfully qualified compliance & social audit of world renowned audit companies.
 - Most environment friendly tableware plant in the region.

www.artisan.com.bd

Artisan Ceramics Limited

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Factory

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