



Bengal Polymer Wares Ltd.



[www.bengalgroup.com](http://www.bengalgroup.com)

**Bengal visions to be the best company in our industry and to deliver total quality goods and services to all our customers. Bengal Polymer Wares Ltd. a concern of Bengal Group of Industries, is committed to being a leader in the industry and a strong partner with our communities. We strive to create a work environment where all people are treated equally and with respect, and we are mindful of the environment and our role in protecting it.**



### Market

Today Bengal Group of Industries is one of the largest plastic processing companies in the Southeast Asia producing 1.5 million pieces of plastic apparel hangers, more than 500,000 pieces of poly bags, 200,000 meters of strapping bands, 100,000 pieces of packaging tapes, and 150,000 pieces of woven sacks each day. Bengal Polymer Wares Limited has captured 35% market share in Molded Furniture Industry and 20% in the Molded House Hold Industry in the local market.

### Achievements

We received "National Export Trophy" in 1999, 2001 and 2009 from the Prime Minister of Bangladesh for our outstanding achievement in exports. For our remarkable contribution in the country's economy, Group's Chairman, Morshed Alam was awarded Commercially Important Person (CIP) by the Government of Bangladesh (GOB).

### Product

We don't just talk about the quality of our

products, we are committed to it. Our goal is to be the best company in our industry and it is our policy to deliver total quality goods and services to all our customers. We accomplish this by operating and maintaining modern and efficient state-of-the-art production plants accredited with ISO 9001:2000. Also for environment related issues we received ISO-14000 certificate as well. In B2C market we have 17 product categories containing 160 SKU and in B2B market we have two product categories in 40 SKU.



Recent developments

The Research & Development Division of the group is continuously busy developing quality, moulds, shapes and myriads of product lines. Steps are taken to make products readily available through proper distribution chain. A huge number of field-forces have been deployed to support the distribution procedure. And, continuous research is the logical sequence for that matter.

Promotion

Bengal has launched communication through various media including ATL and BTL promotion. As a result, consumers have been able to connect

with the core values of the company namely High Quality, Reliability of the product.

Brand value

-Core Values are Integrity, Teamwork, Excellence and Accountability  
-The Philosophy behind our success is Quality of Products and, of Services  
-We are committed to Customer, Environment and Society  
-As a part of Corporate Social Responsibilities we have established a high school with full free education, providing regular monthly benefits to elderly women

-Initiated Safe Motherhood Campaign & Free Water Distribution Programs.

Things you didn't know

- Multi-dimensional,
- Big company/Brand,
- Can only be experienced,
- Huge!

These are the words that the people often speak out while talking about the company.

History

1969

Started operation with a single hand operated plastic injection molding machine in a rented premise in the old Dhaka by Morshed Alam.

1971

After independence in 1971, Bengal started full fledged production of Jute & Textile Spare Parts, which were used to be imported from India and Europe.

1978

Manufactured household utensils such as plastic Jug, plate and other plastic domestic wares.

1980

Bengal Adhesive and Chemical Products manufactured adhesives for various industrial usages such as wooden furniture industry, shoe industry, lather industry and others.

1981

Registered Bengal Plastic Industries Ltd. as limited company with the Joint Stock Company, Dhaka, Bangladesh.

1991

Introduced Plastic Apparel Hangers in Bangladesh for 100% export oriented garment industries.

1993

Approved by Coca-Cola Export Corporation, Atlanta, Georgia, USA to manufacture Molded Bottle Crates for Coca-Cola for the territory of Bangladesh.

1994

Became the licensee manufacturer of Batts Inc., Michigan, USA, which was later acquired by A&E Products Group LP- a TYCO International Limited Company.

1995

Bengal Overseas Corporation Ltd. imported and exported various products to/from Bangladesh.

1998

\* Became the licensee of Scheoller Wavin System, Germany- the leading manufacturer and designer of Bottle Crates for Coca-Cola, Pepsi-Cola and other major soft drinks with licensees and exporting to the U.S.A. and the EU.

1999

\* Grew up as the largest plastic processing plant in Bangladesh with 72 Injection Molding Machines capacity from 250 tons to 1600 tons consuming more than 250 tons of raw materials each day.  
  
\* Initiated an expansion plan of US \$5 million for installing the single largest production facility at Zerabo, Savar, Dhaka - 15

km away from Dhaka. International Airport with 20 acres of land area and 120,000 square feet of production area along with 36 units of Injection Molding Machines, 4 film extruder machines, a set of printing and converting machines for manufacturing garment hangers, poly bags, packaging tapes, and strapping bands. The plant was completed on April 2000.

2000

\* Acquired a Chinese plastic factory (Build-up Plastics BD Ltd.) with 12 injection molding machines in Dhaka Export Processing Zone, Bangladesh for a price of US \$2 million, later named as Bengal Build-up BD Ltd.™  
  
\* Mr. Jashim Uddin, Director of the Company awarded CIP (Commercially Important Person) by the Government of Bangladesh (GOB)

2001

Power Utility Bangladesh Ltd.- an energy company to contribute in the power sector to meet the country™ fastest growing demand for electricity by installing power plants at strategic locations in Bangladesh.

2002

\* Bengal Poly & Paper Sack Ltd. - PP woven sacks manufacturing industry at Tongi, Gazipur, Bangladesh with a capacity to produce 200,000 woven sacks of different types. The company is meeting the demand of cement industries, fertilizer industries, and poultry/fish feed industries by supplying quality woven sacks.  
\* Bengal Plastic Industries Ltd. received ISO 9001:2000 certification for quality management system and ISO 14001 certification for environmental system. Bengal Plastic is the only company in Bangladesh having both the certifications.

2003

\* Added Molded Furniture in the production fleet by manufacturing 12 different types of plastic chairs, 4 types of plastic tables, and other large molded products.  
\* Bengal Corrugated Carton Industries Ltd.- a packaging unit to produce corrugated cartons to supply to the entire group companies with a capacity of 50,000 pieces of cartons of different sizes each day. Now, it is fulfilling the demand of all of our sister companies.

2004

\* Acquired Rahmania Biscuits & Bread Industries Ltd.™ a biscuit making factory located at Noakhali, Bangladesh. The plant is capable of making soft biscuits with a capacity of 500 kg per hour. Later named as Romania Food & Beverage Ltd.™  
  
\* Bengal Agro Estate Ltd. aims to process fruit and vegetables to meet the country's growing demand and to export to other countries. The company has been allotted 100 acres of land in Gazipur from the Government of Bangladesh (GOB) to grow and process different types of vegetables and fruits.  
  
\* Bengal Concept & Holdings Ltd.- a development and

construction company established to develop large-scale construction projects mainly high raised buildings, shopping malls, super markets, residential apartments and plots. It took a project named as "Golden Bengal™ " a 20-storied mixed-type construction on a 1.25 acres of land in the posh area of Dhaka City with a cost of US \$25 millions.  
  
\* Hamilton Metal Corporation Ltd.- manufacturer of metal hooks and clips for apparel hangers of other Group companies is established. The plant is installed with four bending and forming machines with a fully automatic electroplating line. Installed capacity to produce 500,000 pieces of metal hooks and 800,000 pieces of metal clips per day.