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Shinepukur Ceramics Ltd (SCL) - a BEXIMCO company is the leading Bone China & Porcelain tableware manufacturer and the largest ceramic exporter of Bangladesh. Shinepukur Ceramics has always been a very successful brand because of its state-of-the-art manufacturing facilities, over 3,000 highly skilled & motivated people, cutting-edge technology, world class product quality & its blue chip overseas customers. Today, Shinepukur exports to about 35 countries including USA, Canada, UK, Germany, France, Italy, Sweden, Norway, Turkey, Japan, Australia, UAE, Brazil, Chile etc.

Market

Shinepukur Ceramics Ltd. has emerged as an export oriented company and almost 80% of its products are being exported and rest 20% is being consumed in the domestic market.

Shinepukur Ceramics is exporting its products to the most developed countries in the world like USA, UK, Italy, Germany, France, Spain, Norway, Sweden, Turkey, Poland, Australia, New Zealand, Canada, Mexico, Brazil, Chile and GCC countries. Of its total export, about 75% is being exported to Europe, about 15% is being exported to the USA and remaining 10% is being exported to the rest of its export markets.

In its export market, Shinepukur Ceramics' major competition comes from China, Thailand, Indonesia and Sri Lanka. From its very inception, SCL has been able to gain substantial headway against its competitors and snatch commendable market share from its competitors both in Porcelain and in Bone China.

In its domestic market, Shinepukur Ceramics Ltd. is very well known for its premium quality tableware products. In Bangladesh, SCL is the leader in ceramics market and ranks as number 1 in terms of sales revenue and market share. It has more than 150 dealers to promote, sell and distribute SCL products in Bangladesh market. In the hospitality sector, all the international hotels in Bangladesh, namely Sheraton, Westin, Pan Pacific, Radisson etc use SCL products.

Achievements

Since commencement of its export in 1999, Shinepukur has emerged as the largest ceramics tableware exporter of Bangladesh, contributing 60% of the total national ceramic tableware export.



In recognition of its excellence in ceramic export, Shinepukur Ceramics has been awarded National Export Trophy (Gold) for a record three times, i.e. for the FY 2005-2006, 2002-2003, and 2000-2001 by the Govt. of Bangladesh for highest export made during the period. The



Govt. of Bangladesh gave away Export Trophy, only for aforementioned three times since commencement of SCL's export in 1999.

From the very beginning, Shinepukur has been able to achieve the trust of its Blue Chip Customers. Consequently, Shinepukur could easily bring on-board world renowned brands: In the domestic market, Shinepukur has become the "leader" in both Bone China and Porcelain. The remarkable



success of SCL in the domestic market was to bring-in upward shift in the taste and quality perception of the people by enhancing the quality-level of ceramic tableware in Bangladesh.

Besides, Shinepukur was the first Bangladeshi ceramic company to receive ISO 9001:2000 certification. Shinepukur is also one of the largest employers in ceramics industry in the world, employing more than 3,000 people.

Product

According to Body Composition, Shinepukur Ceramics produces two types of products, one is Porcelain and another one is Bone China. Porcelain has three variations namely Plain Porcelain, Ivory China and High Alumina Porcelain.

Bone China: Shinepukur Ceramics was the first company in Bangladesh to introduce Bone China technology and products. Both home and abroad, the brand 'Shinepukur' has become a synonym of premium quality ceramics. Shinepukur's Bone China Plant is one of the few of its kind in the world with technology from NIKKO Company, Japan's master Bone China producer. SCL produces world class Bone China, using the top quality raw materials and ingredients, sourced by highly reputed manufacturers from all corners of the globe. These are meticulously crafted and transformed into exquisite Bone China Tabletop, mirroring a unique blend of eye-catching shapes, enviable translucency & durability. These are augmented by a highly calibrated test protocol for Metal Release, Thermal Shock Tolerance, Detergents, Acid and Chipping Resistance, Dishwasher Efficiency - all conducted by specialists at SCL's most modern in-house lab. SCL's Bone China products contain more than 52% Bone Ash. It has the smoothest surface and most white body. Its Crushing Strength is 1400 kg/cm² and it is 40% stronger than Porcelain.

Porcelain: Shinepukur Ceramics also offers Plain Porcelain, Ivory China (contains 28% Alumina and is 10% stronger than Porcelain) and High Alumina Porcelain (contains 38% Alumina and is 60% stronger than Porcelain) tableware for all different market segments. Shinepukur 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. Crushing Strength of Porcelain, Ivory China, and High Alumina is 1000Kg/cm², 1100 Kg/cm² and 1600 Kg/cm² respectively.

The company offers 240 shapes out of which Bone China has 80 shapes and Porcelain has 160 shapes. Shinepukur can develop any type of shapes as per buyer's requirements as Shinepukur has its own in house modelers, best in the region.

Shinepukur has 1600 designs out of which Bone China has 756 decorations and Porcelain has 844 decorations, which have been developed in its own Design Studio and Decal Plant.

Recent Developments

In recent years, most of the world-renowned ceramic factories of the developed countries in USA and Europe have been closing down their manufacturing operations due to high energy cost and high labor cost.

Now, their main focus is to remain in the marketing field of their own brand and they have been relocating their manufacturing operations mostly in Asia. In this situation Bangladesh could be a major manufacturing hub for ceramics products because of its low labor and low energy cost. Shinepukur being the number 1 ceramic manufacturer of Bangladesh is expected to capitalize on this manufacturing opportunity the most.

The present trend in tableware market is towards premium quality Bone China products. Therefore, it is estimated that the demand for Bone China products will increase manifold in the coming days. Considering this, Shinepukur Ceramics' strategic decision was to expand Bone China Production, rather than expanding Porcelain, which is already a crowded market. SCL's strategy is to position itself as a manufacturer of premium Bone China products for which the target market would be the premium customers. Consequently, Shinepukur has already constructed a new Bone China Plant with additional capacity of 4.5 tons per day, raising company's total Bone China capacity to a total of 7.5 tons per day.

The new Bone China factory of Shinepukur is going to be a technologically advanced factory. All of its machineries and equipment have been sourced from Germany and Japan.

To produce world class Bone China products, this new factory will be equipped with fully automated forming machineries, special Uni-roller machineries and Ram Press.

Moreover, in this new factory, the glazing operation will be done by German SAMA Special Two-chamber Spray Glazing Machine. Glost Firing will be done by fully Muffle Firing Glost Kiln. This kiln is designed by Takasago Industries Corporation Ltd.

Japan. Decoration will be done by German Reed Hamar 'In-Glaze and On-Glaze' decoration.

Once the plant is commissioned towards the end of 2010, Shinepukur will be the number 1 supplier of Bone China products in the whole world both in terms of quality and quantity. Hence from 2011, the revenue and profit of the company will be dramatically increased.



Promotion

As Shinepukur Ceramics Limited (SCL) is basically manufacturing for others' brand, SCL promotes 'Shinepukur Ceramics Limited' brand to other buyers. SCL has been participating in each and every 'Ambiente and Tendence Fair' held in Frankfurt, Germany since 2000, to promote its products. Shinepukur participates in these fairs in a very big way by taking largest stand and displays its own new designs and shapes in the fair in addition to customers' brands.

In USA, Shinepukur has set up a show room to promote its own brand, to capture the vast US market. In India 'Doel' is another brand of SCL, which has been developed to get the share in Indian market.

Both home and abroad SCL promotes products through electronic and printed Catalogues, Brochures, Corporate Movies, Presentation and Website. The SCL website is very rich and anybody can place order through this website.

The most used promotional aid for Shinepukur so far has been the 'Word of Mouth' of the world-renowned customers who are the authority in the ceramic sector. In many occasions, the world famous customers came on-board Shinepukur, only because the other customers spoke positively about Shinepukur Ceramics.

Brand Values

From its very inception, Shinepukur Ceramics' prime objective was to create and retain satisfied

customers and the company so far has been able to achieve this objective. The key success factors (Brand Values) for achieving this objective were: I) Market Focus, II) Quality, III) Partnership & IV) Compliance

Market Focus: Shinepukur Ceramics has always been a market driven company. Since its commencement, Shinepukur Ceramics has earned a reputation in its market for creativity, excellence and variety of design within a short business span.

Quality: Shinepukur Ceramics attracted the world-renowned Ceramics Tableware customers with Shinepukur's best quality products. SCL maintains strict 'Quality' throughout the whole process by a QA (Quality Assurance) system. For quality control, SCL has state-of-the-art quality control laboratory comprising of modern and sophisticated testing facilities.

Partnership: Shinepukur's overseas customers are now focused in 'Branding and Marketing Operations', while SCL is into 'Manufacturing Operation'. In this context, customers of SCL consider SCL's factory as their own factory and these customers & SCL work exactly like partners. These customers are always ready to provide all assistance related to development, production, QA & QC of SCL. This partnership between customer and SCL has been very successful and sustainable because it has been a WIN-WIN relationship for both.

Compliance: SCL maintains strict compliance for health, safety and environment (HSE) as per local and international laws, which is a requirement for creating and retaining satisfied customers.

Things you didn't know

The 'Official Souvenir' of Bangladesh Govt. that the heads of various countries receive from the present Prime Minister of Bangladesh is a Bone China product of Shinepukur Ceramics Ltd. (SCL). This happens both ways, that is both when the heads of other countries visit Bangladesh and when Bangladesh's present Prime Minister visits them in their respective countries.

The souvenir that the former US President Bill Clinton received from the Bangladesh Govt. in March 2000 when he visited Bangladesh was also a Bone China product of Shinepukur Ceramics.

The former First Lady of UK Mrs. Cherry Blair uses Shinepukur's Bone China products as dining ware at her residence.

History

1997

The company "Shinepukur Ceramics Ltd (SCL)" was registered in Bangladesh.

1999

Commercial Production of Porcelain Tableware started in April 1999 with a production capacity of 8 tons per day.

1999

Commercial Production of Bone China Tableware started in November with a production capacity of 3MT/day.

2001

Shinepukur Ceramics received ISO 9001: 2000 Certification in August 2001.



2001

Shinepukur Ceramics started its own Design Studio and Decal Plant with a production capacity of 120,000 sheets per month.

2003

Shinepukur's own Packaging Plant started its production with capacity of 120,000 pcs per day.

2005

For meeting huge demand, SCL had to expand its Porcelain Plant to the capacity of 15 tons per day.

2008

Shinepukur Ceramics was listed on Dhaka Stock Exchange (DSE) as a Public Limited Company.

2010

Shinepukur expanded its Decal Plant to the capacity of 180,000 sheets per month.

2010

2010: Expanding its Bone China Plant to a capacity of 7.5 MT/day.