

## **Pidilite launches Fevicol Design Ideas.com**

**~ ~ Unveils specialized website for consumers for end-to-end home décor needs**

**~ To provide platform for architects, interior designers and contractors to interact with consumers**

16th September, 2016: Fevicol, one of the largest selling brands of adhesives in India from the house of Pidilite Industries Ltd, has unveiled a specialized website aimed at providing end-to-end home décor solutions for customers across India.

The website, [www.fevicol-designideas.com](http://www.fevicol-designideas.com), will act as platform where customers can interact with architects and interior designers who will give them tips on interior designing and home decor.

Mr. Salil Dalal, President – Sales & Marketing, Fevicol said, “The objective is to create a platform that connects the home owners to interior designers and architects. Home owners generally find it difficult to locate the right designers and contractors. This service will allow consumers easy access to professionals who will be on hand to share design, cost and construction tips. Moreover, photographs featuring various designs will be uploaded on the website allowing consumers to borrow ideas while at the same time helping designers and contractors showcase their work.”

About 3,000 interior designers and 5,000 contractors have already registered their profiles on the website while over 40,000 designs have already been uploaded on it. The designs vary from commercial and retail to hospitality and residential. The website also has e-Catalogues which contain a portfolio of designs with different themes to enlighten the designers and the customers. The website also features various DIY tips that one can easily undertake themselves. Consumer can also use the service to locate a designer or a contractor in their nearby area.

If the customer is in search of a contractor the website will make it possible in just a click. The customers can fill the required details in the form available on the site and after its submission they will get an SMS alert with the contact details of the contractors, the same will be flashed on the screen.

About Pidilite:

Since its inception in 1959, Pidilite Industries has been the pioneer and market leader in adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Our product range also includes paint chemicals, automotive chemicals, art materials and stationary, fabric care, maintenance chemicals, industrial adhesives, industrial and textile resins and organic pigments & preparations. Most of the products have been developed through strong in-house R&D. Our 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 our other major brands are M Seal, FeviKwik, Fevistik, Roff, Dr. Fixit, Sargent Arts, Hobby Ideas, Motomax and Cyclo.

# 'फेव्हिकॉल डिझाइन आयडियाज् डॉट कॉम' ग्राहकांच्या सेवेत

नाशिक, ता. १६ : फिडोल्डिड इन्स्टीट्यूट लि. यांचा व्हॅट अगस्तच्या फेव्हिकॉलने देशभरातील ग्राहकांसाठी फेव्हिकॉल डिझाइन आयडियाज् डॉट कॉम हे संकेतस्थळ व मोबाईल ॲप लॉन्च केले आहे. याद्वारे ग्राहकांना घर मजगतीविषयक सर्व प्रकारच्या सेवा उपलब्ध असतील. तसेच, इंटरियर डिझायनर, सुतार (कार्पेंटर) यांचे पर्यायही उपलब्ध असतील. अशा मार्फती फेव्हिकॉलने विक्री व वितरण विभागाचे अध्यक्ष सचिंद्र दलाल यांनी प्रत्यक्ष परिषद दिली. प्रत्यक्ष प्रसिद्ध 'आयआयआयडो'च्या नाशिक शाखेचे अध्यक्ष जयंत शुभे, फेव्हिकॉल नाशिक शाखेचे व्यवस्थापक जयंत काळे, विभागीय अधिकारी आर्विंदर तापूर आदी उपस्थित होते. या वेळी श्री. दलाल म्हणाले, की पाच दशलक्षांपासून सुतारकाम करायलासोबत फेव्हिकॉलने घरे जोडते आहे. तसेच, ग्राहकांना डिझाइन आयडिया, सुतारकाम करायला व डॉर अडव्होकेटर सोपून देण्यात मदत करतो आहे. आता [www.fevicolddesignideas.com](http://www.fevicolddesignideas.com) द्वारे आपला कार्या डिजिटल विश्वात नण्याचे ठरविले आहे.

## ***Fun and Colorful DIY Recipes to Brighten this Ganesh Chaturthi!***

With Ganesh Chaturthi round the corner, it is time to decorate our home with different ideas to make it beautiful, colorful and pleasant to please the Lord Ganesha. What is more fun than re-uniting with your family and creating your own Ganpati Decoration Designs to welcome Ganpati Bappa in your own style!

It is now time to stop searching and be creative and do something different in our own way of decorating things. Hobby Ideas, India's leading art & craft brand, is glad to bring to you a variety of Ganpati decoration ideas and recipes of eco-friendly decoration for a beautiful Ganesh Chaturthi. These recipes are eco friendly, easy to be made and can be made by anyone, specially, families bringing in Ganpati at home. Also, the materials required are readily available at home.

*The recipes have been made with keeping in mind that a lot of people prepare the decorations on their own at their home.*

Here are the top 5 recipes that all families would like to make and have a happy and beautiful Ganesh Chaturthi.

>> This Ganesh Chaturthi, decorate your Ganpati with handmade flowers in your favourite colours



# GANPATI AT HOME

There's a week left for the celebrations to end, but if you still want to spruce up the area around your idol, Jagruti Verma has a few great ideas that you can use

Looking for a DIY way to adorn the space around your Ganesha idol, or keep things looking their festive best through the

upcoming celebratory months? **Hobby Ideas** suggests a few do-it-yourself hacks you can try this festive season.



>> Add just the right amount of glitter to the decorations without going over the top

## GLITTER & MIRRORS

Use this as a backdrop, either for your idol or for all the pretty curios in your room.

■ **Things you will need** A canvas board (20x20 inches), orange coloured card paper, round mirrors (medium and large), tissue paper, a paper cutter, pearl-violet and golden-yellow acrylic colours, burnt sienna, metallic bronze and fine glitter gold outliners as well as a wooden placemat.

### What to do

Colour your canvas board with the pearl-violet acrylic colours and leave it to dry. Fold the orange card into a triangle (multiple times) and then cut it out so that it looks like a flower with petals. Make two such flowers. Paint the wooden placemat golden yellow and let it dry. Then, arrange and stick the mirrors on it and use glitter outliners to outline the mirrors. Let it dry.

■ **Put it together** Stick some tissue rolls on the canvas in the form of a ring, before sticking the flowers on it for a raised effect. Then stick the placemat over it. Do ensure that the petals of the upper flower are slightly curled inwards as seen in the picture. Also, decorate the corners of the canvas with mirrors.

## WELL SEATED

Weave an *asan* for your idol by making the best of the items you have at home.

■ **Things you will need** Recycled newspapers, white cartridge paper, an embossing pad, half-cut pearls, pearl metallic gold acrylic colour, **Fevicol**, fine art brushes, artistry ink in Fancy Fuchsia and Amazon Trail colours, a flower-shaped punch and basic stationary items.

### What to do

Cut a recycled newspaper into half. Roll and flatten it into a thin strip that is about one inch thick. Stick the ends together.

Repeat this process until you have 36 such strips. Weave them in an alternative manner until you have a square mat of around 18x18 (inches). Paint it pearl gold and leave it to dry.

Next, take white cartridge papers and use a flower punch to cut out about 250 flowers. Paint them with the artistry ink in Fancy Fuchsia and Amazon Trail shades. Arrange and stick the flowers in layers, so that the pink flower is the upper layer and the green is the lower layer. Stick half cut pearls in the centre of each flower.

■ **Put it together** Arrange and stick the flowers on the golden mat.



>> Make a mat for your Ganpati idol out of waste newspaper

## THE FAN GAME

Place your idol over it — this will help you get the best possible bird's-eye shots of it!

■ **Things you will need** Dark green, red and yellow tinted papers, a pencil, a pair of scissors, quilling tool, glitter gold outliner and **Fevicol**.

### What to do

Fold a sheet of dark green tinted paper, using the fan folding technique so that when you look at it from a side angle, it resembles a range of hills. Do the same with five more sheets. Stick them all end to end, so that it takes the shape of a

round fan, as seen in the image.

Cut the red and yellow card papers into circles (13 red coloured ones and 10 yellow coloured ones), each with a radius of 14 inches. Then, cut each one spirally from the outer circumference to the centre of the circle and quill the spiral cut outs with a quilling tool. Stick the ends of each flower together with **Fevicol**.

■ **Put it together** Arrange and stick the red and yellow flowers on the dark green round shaped fan that you made earlier. Enhance the edges of the flowers by dabbing at them with an outliner. Voila! You have a unique seat for your Ganesha.



>> This mat is perhaps the best way to get amazing bird's-eye view shots of your Ganpati idol!

## **Pidilite Industries, WD-40 Company enter tie-up for multi-purpose spray in India**

*~Pact to strengthen distribution and enhance network expansion nationwide~*

**September 30, 2016:** Adhesives and industrial chemicals manufacturer Pidilite, today, announced its sales and distribution tie-up with WD-40 Company, a global marketing organization dedicated to creating positive lasting memories by developing and selling products that solve problems in workshops, factories and homes around the world.

In India, WD-40 Company has joined with Pidilite Industries Ltd to distribute and sell WD-40® Multi-Use Product. **Mr Apurva Parekh, Director, Pidilite Industries Ltd. said** “WD-40 Multi-Use product is a well known global brand and is also popular in India. We already cater to the Industrial Maintenance segment, Hardware and Auto Retail customers with current brands like MSeal and Fevikwik. We look at WD-40 Multi-Use Product as synergistic with our overall strategy to introduce larger ranges of products for this segment to better serve the need of customers and consumers. We aim to significantly expand distribution and awareness of this product”

**Mr. Peter Forster, Regional Director of Distributor Markets for WD-40 Company states,** “The development of the product goes back to 1953. Working in a small lab in San Diego, California, it took us 40 attempts to get the water displacing formula worked out. But it must have been good because the original secret formula for WD-40 Multi-Use Product - which stands for water displacement, perfected on the 40th try - is still in use today. We are delighted to partner with Pidilite to offer WD-40 Company products to Indian consumers. We expect they will find them extremely useful, just as millions of existing consumers have, worldwide.”

WD-40 Multi-Use Product is a multi-purpose maintenance product with more than 2000 uses. It protects metal from rust and corrosion, penetrates stuck parts, displaces moisture, lubricates moving parts, and removes grease and grime from most surfaces. WD-40 Multi-Use Product is used by trades people and do-it-yourselfers to get their jobs done right in more than 176 countries and territories around the world. It is used in numerous consumer and industrial markets, including automotive maintenance and repair, construction, farming, heating ventilation and air conditioning, maintenance repair and operations, and home improvement.

Through this seamless integration, WD-40 Company and Pidilite Industries respectively aim to expand the reach and range of their offered products to the Indian market. This agreement will allow the WD-40 brands to have a larger reach and support the network expansion, while making it extensively available to consumers.

**About Pidilite Industries Ltd-** [Pidilite Industries Limited](#) is a leading manufacturer of adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Our products range also includes paint chemicals, automotive chemicals, art materials and stationery, fabric care, maintenance chemicals, industrial adhesives, industrial, textile resins and organic pigments & preparations. Most of the products have been developed through [strong in-house R&D](#). Our 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 our other major brands are MSeal, Fevikwik, Fevistik, Roff, Dr.Fixit, Fevicryl, Motomax and Hobby Ideas.

**MARKET NEWS**

**Pidilite**

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