

WATERTEC

- S i m p l y B e t t e r -

Leading the way in affordable space

Over the past 20 years, 'WATERTEC (India) Pvt Ltd. has established itself as one of the leading bath-fittings manufacturer in India in the affordable space. The Coimbatore-based company, a joint venture between UMS Group (Coimbatore), WATERTEC (Malaysia) and South Asian Investments (Sri Lanka), started off in small factory with polymer products ranges in 1997 and had a detailed product launching from 2006.

The product portfolio of the company includes connecting pipes, bib taps, pillar taps, wall mixers, CPVC, UPVC, SWR pipes and fittings; filters, mats, showers, garden hoses, washing machine inlets and outlets, ball valves, bathroom accessories, exposed cisterns, seat covers and concealed valves – all manufactured in-house.

Manufacturing Prowess

'WATERTEC started the first unit in 1997, second unit in 2009, third unit in 2013, fourth unit in 2016 and tool room in 2016 – all of them located in Coimbatore, Tamil Nadu. Out of the three, two are for bath-fittings and one for pipes and fittings. The tool room and mould making plant was acquired recently to make in-house tools and moulds. The company has manufacturing capabilities of 2.5 million products every month and is currently working at 80% of its capacity manufacturing about 2 million products every month which it plans to increase to 2.2 million this year.

Ensuring Quality

'WATERTEC always considered quality as its main USP which is also a reason behind manufacturing every product in-house without outsourcing any products. 'WATERTEC is an ISO 9001 company and all the required parameters to maintain the importance of quality is strictly followed.

'WATERTEC conducts torque test, endurance test, pressure test, heat resistance test and salt spray test on all its products. In fact, it is one of the few companies which use NSF approved resin for its bath fittings and NSF approved resin for CPVC pipes and fittings.



SMART GREEN SANITATION FOR SMART GREEN CITIES

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Promoting Sustainability

'WATERTEC is completely aligned with the trend of offering sustainable solutions by increasing the water efficiency of its products. The company has always worked towards green certification. The products are rust free and leak free and the company use aerators which consume lesser quantity of waters. In fact, the shower is designed in such a way that the consumption of water is restricted to the minimum at the point of discharge.

Catering to the needs of affordable segment

The company has a product portfolio to fulfil the requirements of the bathroom segment of affordable housing - suitable for non-urban markets and couple of items for urban markets. The company offers complete range of bath fittings, complete range of products in pipes and fittings namely CPVC, UPVC, SWR and now in column pipes and underground pipes, to this segment. The company offers polymer range of products suitable for affordable segment and has a large market in rural, Tier II and III cities. 'WATERTEC is fully geared to meet the surge in demand in the affordable housing space. The company is adding an element of luxury in its product offerings and working continuously to add more value to its products. 'WATERTEC is now moving towards chrome plating of its polymer products which would give it a different look and feel to the customers at an affordable price. The company has worked out various products and would be launching it in the coming months.

The USPs and Salient Features

The company's products are not just plastics they are engineering polymers and are made of virgin grade. These are lead free products which is environment-friendly. The products are leak free, drip free and rust free. The long life is assured since 'WATERTEC use patented Super seal technology and products are capable of withstanding 200,000 cycles of operation without any hindrances and work even under low pressures. They are UV stabilised and light fast pigments. The colours don't fade. They can be used for hot and cold water application up to 650 +/- 50c.

The product ranges are suitable for affordable houses and public wash room areas. They completely eliminate the cause of theft. 'WATERTEC uses NSF approved compound for bath fittings which is of a high quality and solves the rusting & leaking problem. The finish of the polymer taps is very fine and gives an elegant look and finish.

