



Associated Ceramics Limited

FROM THE CHAIRMAN'S DESK

"The best way to cope with change
is to help create it."

It is difficult to quantify the extent to which technology has developed over the past few decades-it would be fair to say that it has outpaced human conjecture. The 21st century is unlikely to see any respite.

The continuing advancement of technology will present relentless and challenging demands for specific materials to meet unique requirements. The pressure for greater efficiency, durability and performance will remain unabated.

With advancements in technology at the production stage comes increasing severity of operating conditions, which the refractories must withstand. At ACL, we take adequate measures to imbue quality into every facet of business. From raw materials procurement to after sales service, we have tailor made solutions for every client and application. Because we believe that your success is our success.

Today ACL stands ready to answer the industry's heat containment questions, to offer technical support and to assist in the evaluation and implementation of advanced refractory related solutions for it's customer's high temperature production problems. It is this ability to support with high performance Products and services to our clients that has kept us at the forefront of the industry.

We-our management, our employees and every single person involved would like to make use of this opportunity to thank all our business partners, customers, suppliers & clients.

Arun Agarwal





ASSOCIATED CERAMICS LIMITED

Name	Associated Ceramics Ltd.
Established	28th Sept 1970
Total capital	Rs. 35 million
Production capacity	30,000 Mt./ year
Number of employees	250 persons
Sister Concerns	Sharad Refractories (P) Ltd. Vikas Ceramics (P) Ltd.

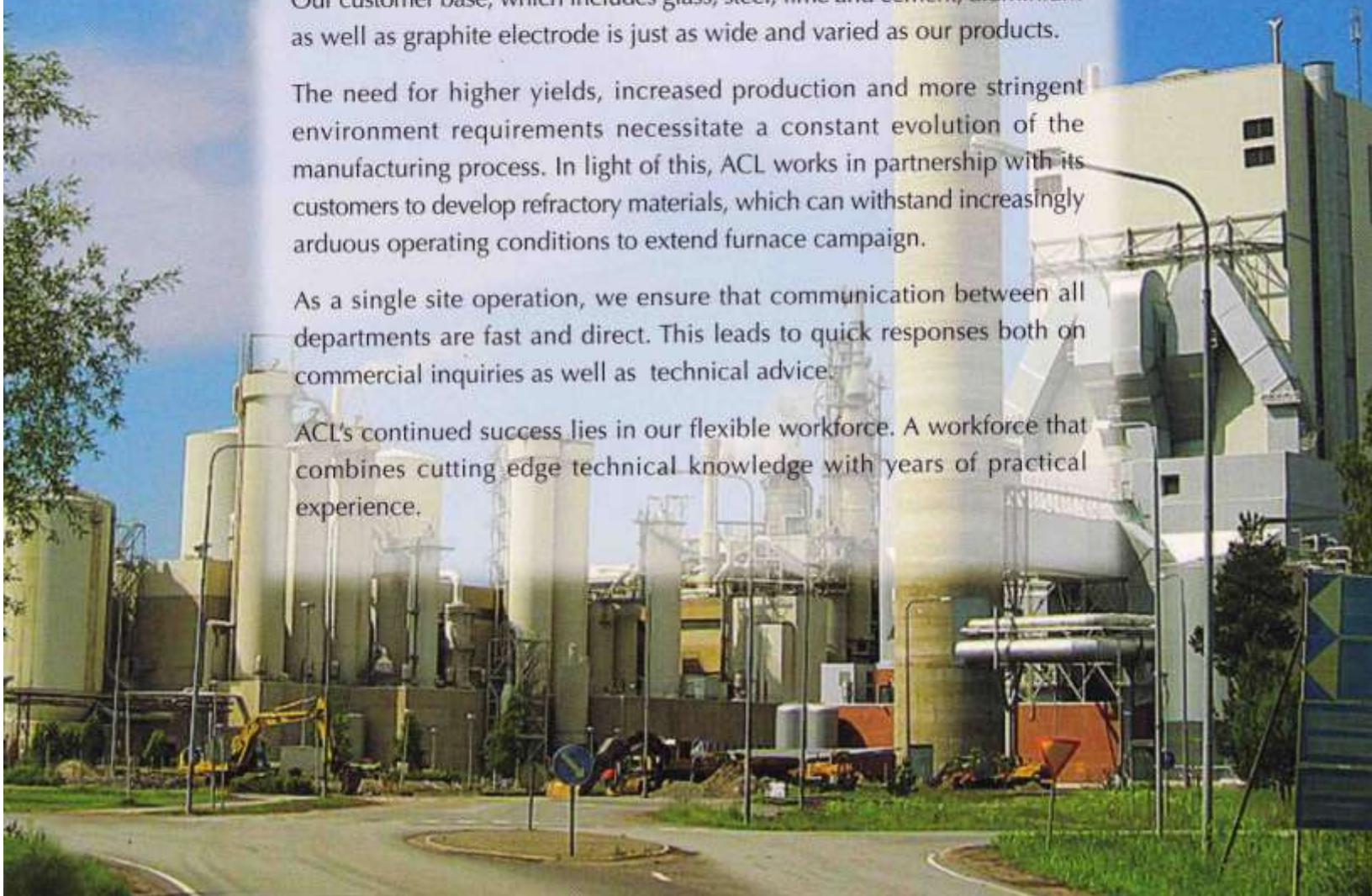
ACL is an independent manufacturer, supplying refractories to the heat containment industries for over 40 years. We pride ourselves on our reputation for quality, service and reliability, whilst striving to make sure we are always at the forefront of the industry. Our engineered refractory materials are of consistent quality and of higher grades to meet the severe working conditions.

ACL products operate unseen in a broad spectrum of industries everyday. Our customer base, which includes glass, steel, lime and cement, aluminium as well as graphite electrode is just as wide and varied as our products.

The need for higher yields, increased production and more stringent environment requirements necessitate a constant evolution of the manufacturing process. In light of this, ACL works in partnership with its customers to develop refractory materials, which can withstand increasingly arduous operating conditions to extend furnace campaign.

As a single site operation, we ensure that communication between all departments are fast and direct. This leads to quick responses both on commercial inquiries as well as technical advice.

ACL's continued success lies in our flexible workforce. A workforce that combines cutting edge technical knowledge with years of practical experience.





THE ACL STORY

The cornerstone of what is ACL today was laid over 40 years ago when Mr. Bihari L Agarwal founded a small refractory-Manufacturing unit in the hamlet of Bihar, India.

On 28th September 1970, ACL commenced the manufacturing of fireclay refractories for the cement & the steel industry, and we have not looked back since.

1970

An Idea Becomes An Establishment

The eighties were a period of progress and development, At ACL, we embraced the rapid changes in technology and evolved with them. We discarded the wet process of manufacturing with dry process, while initiating the manufacturing of Insulation Bricks at Sharad Rafractories (P) Ltd.

It was also during this time that we set up heavy-duty presses & producer gas fired Chamber Kiln. This enabled us to provide our partners in the Steel and Glass industries with better products for their applications.

1980

The Decade of Upgradation & Advancement

The nineties were marked by new developments that took place in high temperature manufacturing. These developments then created new opportunities for our company. The desire to achieve product diversity and improved product quality saw the setting up of a ultra modern Shuttle Kiln and a simultaneous introduction of various high alumina & special products.

Basic Refractories : As service conditions continued to change in steel, Glass and other pyro processing industries, there grew the demand for Basic Refractories magnesite as a material for lining in industrial furnaces. This led to the advent of the Basic Refractories manufacturing division of which was soon followed by another unit by the name of Vikas Ceramics (P) Ltd. Both units were set up to facilitate the creation and supply of high performance products for our clients, at anytime and anyplace.

1990

The Wonder Years

To excel in this dynamic, evolving environment, a company must draw on its vast corporate resources, broad technical expertise, and research and development which takes place at the pulse of high temperature processes 40 years ago, Mr. Bihari Lal Agarwal established these guiding fundamentals and even today, they form the core values of associated Ceramics Ltd.

2000

The Belief strengthens still...

Additional facilities to manufacture vibrocast & pressed big blocks for glass industry with six face diamond grinding facilities and assembly were provided for blocks and chimney blocks.

2010



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"Do not
ask what
our
products
can do,
Tell us
what you
want
them to
do."

To assist you with your refractory selection, product and application technical literature is available from
Associated Ceramics Ltd. marketing office

FIRECLAY REFRACTORIES

Medium duty bricks
High duty bricks
Superduty bricks
Super duty Dense low porosity bricks

HIGH ALUMINA REFRACTORIES

Multi purpose refractories 45% to 99% alumina content
Andalusite bricks – 60 to 75% Alumina
Mullite bricks – Various grades
Phosphate Bonded bricks
Alumina Chrome bricks

BASIC REFRACTORIES

Burned Magnesite Brick
Direct - Bonded Magnesite Chrome Brick
Direct - Bonded Chrome Magnesite Brick
Dunite bricks for heat storage
Magnesite Spinel Brick
Alumina Magnesia Carbon Brick

SPECIAL PURPOSE REFRACTORIES

Zircon Dense
Zirconia – Mullite, Zirmul
Magnesite Zircon Brick
Silicon - Carbide Chamotte Refractory Brick
Alumina-Zirconia-Silicate bonded corundum brick.
Alumina - SiC - C bricks

INSULATION REFRACTORIES

Manufactured at our sister Concern Sharad Refractories (P) Ltd.
The range includes insulating bricks – lightweight to BIS and ASTM grades from 1250°C to 1800°C

MORTAR MATERIALS & MONOLITHIC REFRACTORIES

Heat & Airsetting Motors LCC, ULCC, No Cement, Self Flow Castable refractories, Zircon ram for glass tank bottom.





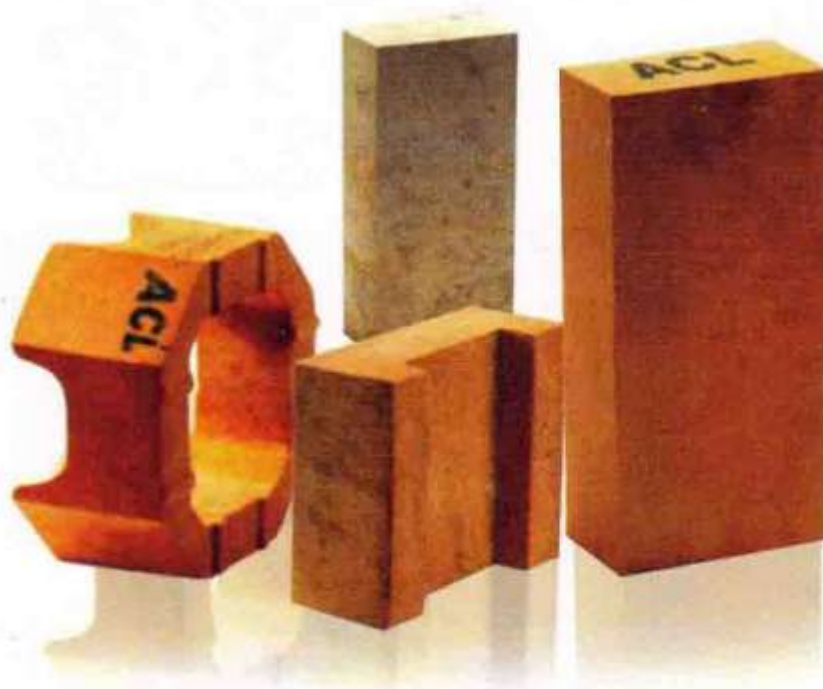
GLASS / SODIUM SILICATE


New construction and cold repair of glass furnaces require a substantial investment by customers. At the same time it is an important project that embodies the technological know-how gained over many years about glass furnace operation. Years of experience and expertise in the glass industry allows us to realize an ideal plan for our customers based on their requirements.

Every order is unique and so is every solution at ACL. Hence, we cater to our customers with answers that are most suited to their needs.

The optimum combination of refractories for a glass and silicate tank furnaces is that which would result in the same refractory service life in all parts of the furnace. The balanced selection requires special attention to vulnerable areas where short service life might cause a shut down for repairs long before a problem occurs in the tank, or the rebuild of the tank becomes necessary.

ACL provides an extensive range of products including clay flux & Sillimanite Tank Bottom blocks created especially for the glass industry. Products that are planned to enhance the smooth operation and efficiency of glass furnaces and critical areas such as regenerators, for long campaigns.



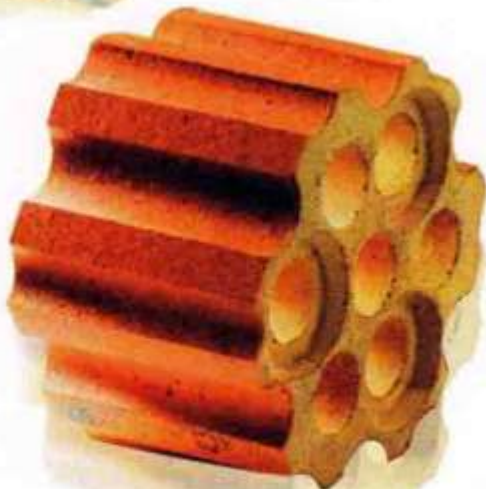


IRON & STEEL

ACL has been an integral part of the iron and steel industry for a long time. We have full range of shaped and unshaped refractories to take care of the diverse application needs of this industry. This comprehensive range of products has been created to enhance the smooth operation and efficiency of Blast Furnaces, Convertors, Electric Arc Furnaces & Steel ladles, Mixers, Coke Ovens & Reheating Furnaces.

Each product meets stringent quality standards and is specially designed to combat the erosive and corrosive effects of steel production processes.

Across India ACL helps its customers maximise their production and energy efficiencies as well as their ability to meet the metallurgical quality demanded of modern Steel and Alloy Plants.





LIME & CEMENT

Rotary kilns used in the production of cement clinker are lined with refractory materials characterized by physical and chemical properties best suited for the particular conditions in the various zones of the furnace. The firing zones and pre & after burning zones are the locations of the most severe operating conditions. These conditions are the result of chemical, physical, mechanical and thermal factors which create an extreme environment.

ACL manufactures a large variety of special burnt basic materials for the sintering and transition zones of rotary furnaces. We also make a large variety of products that are ideal for cement plant equipments such as Pre Calciners, Rotary Kiln, Coolers and Ta Ducts etc.

Our product range for cement includes magnesia chrome / magnesia alumina spinel bricks, high alumina bricks, insulation bricks, conventional and low cement castables, gunning mixes and insulating castables.



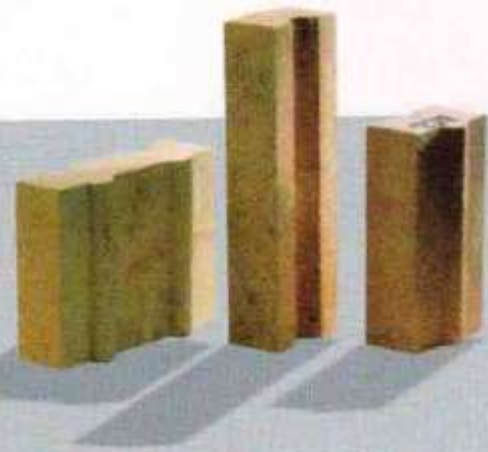


ALUMINIUM

ACL manufacturer refractories for both Primary and Secondary production.

In view of the above ACL offers a broad range of refractories for the Aluminium Industry. A range that includes Superduty Fireclay, High Alumina, Phosphate Bonded High Alumina and Insulating Bricks. As well as non-wetting Dense and Insulating Castables, Mortars and Ramming Masses. These refractories are exclusively created to meet the specific demands of Anode Baking Furnaces, Melting / Holding Furnaces, Induction Furnaces and Ladles and Launderers.

Refractory products made by ACL have therefore become irreplaceable in the production of many aluminium products.



COKE OVENS

The manufacture of coke takes place in Recovery Ovens and in Non-Recovery Ovens.

ACL has supplied fireclay, high alumina shaped and unshaped refractories to various newly constructed coke oven batteries. By virtue of their superlative performance, these products have already made their mark for routine maintenance and new coke oven projects.

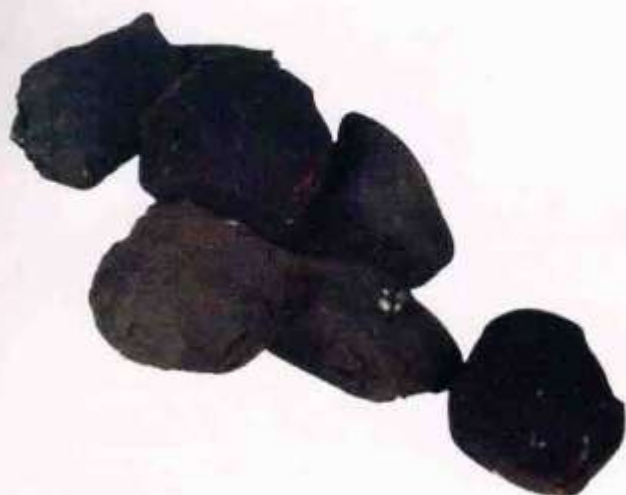
In addition to this, indepth research, meticulous detailing and constant innovation have made ACL's refractories the best solution for coke ovens. And consequently, ACL has set a benchmark in the industry and has redefined the construction of ovens.



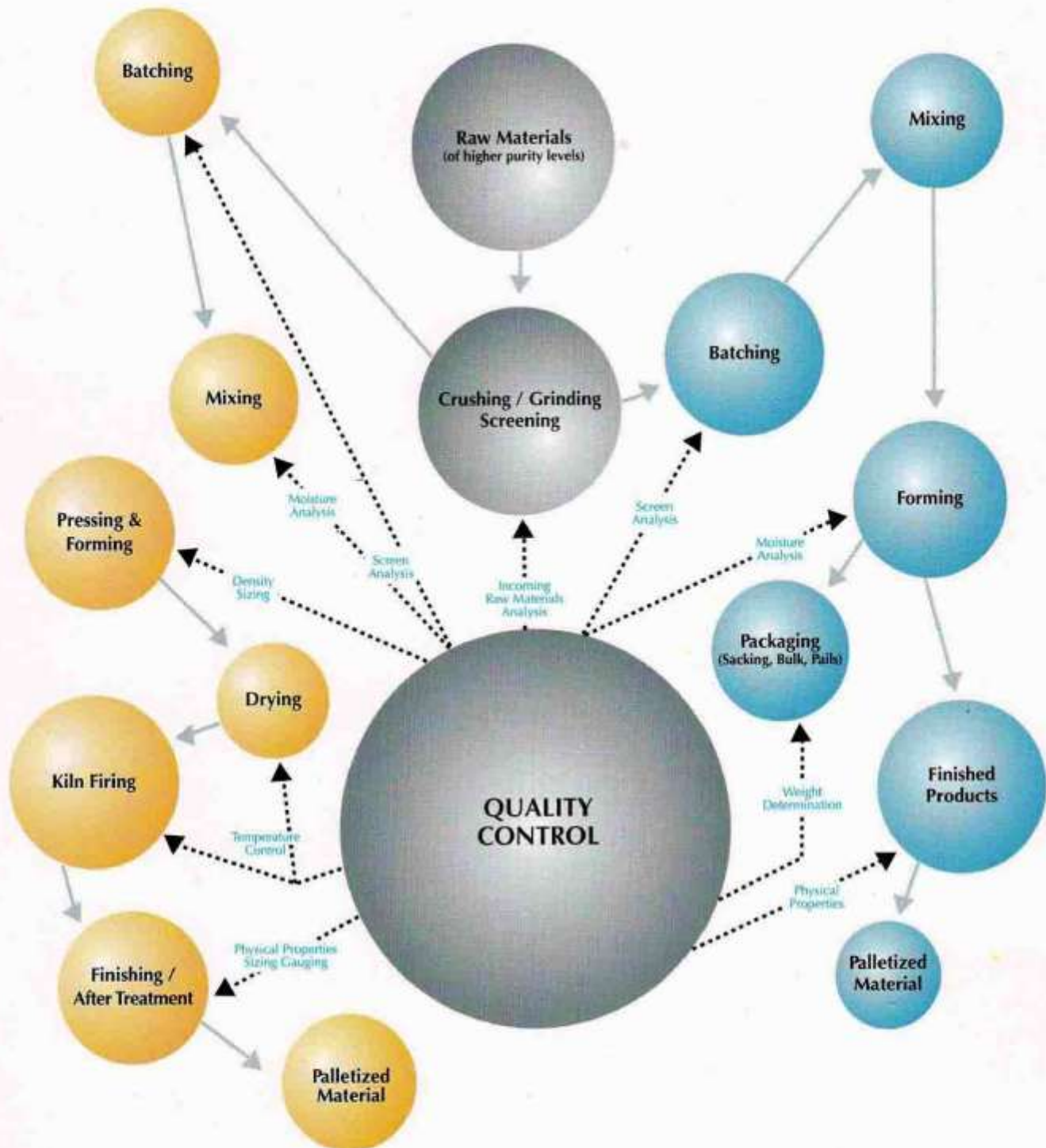
GRAPHITE ELECTRODE

Graphite Electrodes are used mainly in electric arc furnace and steel production. They are presently the only products available that have such high levels of electrical conductivity and the capability of sustaining the extremely high levels of heat generated in this demanding environment.

Our company has been at the forefront in supplying the material needed for the Anode baking furnaces. That is why, some of the very renowned graphitie and Aluminium producers of the country such as Hindustan Electro Graphite & Graphite India Ltd. Hindalco have faith in our products. Because when it comes to quality, there are no half measures.



MANUFACTURING & QUALITY CONTROL



OUR STRENGTH

We have always believed that our people are the driving force behind our growth. That is one reason why ACL has continuously laid emphasis on knowledge, skills and practical experience. How so ever technologically advanced we might be, the need for the human element will never go.

A dedicated team of highly experienced professionals, qualified ceramic engineers aware of today's industrial demands, can offer the highest quality of service to all customers, large or small. Throughout every department of the company, whether it is in production, administration, shipping or sales our promise is to provide our clients with a personal, efficient service that aims at overall customer satisfaction at all times.





Our Mission

at Associated Ceramics Limited

We aim at bringing together in harmony
the wisdom gained from 40 years of
production with the thrill of cutting edge
innovation to bring you the highest
degree of customer service & support.

Because quality, we believe,
never goes out of style.

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