



Company Profile

2023





A man with a mustache, wearing a dark blue suit, a white shirt, and a red tie, stands in front of a light-colored podium. He is looking directly at the camera with a slight smile. The background is slightly blurred, showing what appears to be a stage or office setting.

CHAIRMAN'S *Message*

In my capacity as the Chairman of the group, it is both an honor and a humbling experience to reflect upon our achievements within the ceramic industry, where we have thrived as entrepreneurs, manufacturers, and exporters, all in service to our beloved homeland.

Since its inception in 1992, Art Decoration International Private Limited, has made significant strides. We proudly export ceramic vases and ornaments to more than 50 countries globally, contributing to the enrichment of cultures across the world.

Building on the success of ADI, our pursuit of excellence led us to venture into the bathware industry. The birth of OTTO Bathware was driven by a keen observation of a market void for availability of high quality sanitaryware. Where Recognizing the need in a market saturated with imports from India and China, we embarked on this new endeavor.

Today, OTTO Bathware stands as a cornerstone of our achievements. It has evolved into one of Sri Lanka's foremost sanitaryware manufacturers, offering our compatriots an opulent range of affordable and high-quality sanitaryware solutions.

As an industrialist with a vision beyond mere profit, reaching into the very fabric of our nation's economy. Through our focus on delivering top-tier export products, we contribute to the inflow of foreign currency, while simultaneously addressing the need for superior local manufacturing, thereby retaining valuable resources within our borders.

This holistic approach, driven by unwavering commitment and a sense of responsibility, remains at the heart of our journey. We are not just business leaders; we are stewards of progress, dedicated to uplifting our country and its people through excellence in craftsmanship and sustainable growth.

S.H.B. KARUNARATNE

ABOUT

US



Established by the renowned business figure Mr. S.H.B. Karunaratne, Art Decoration International (Pvt) Ltd embarked on its business journey on September 21st, 1992, in collaboration with German expertise. Our company has grown to become a prominent player in the industry, engaged in manufacturing and exporting an array of exquisite products to over 50 countries globally. Our clientele includes esteemed names such as Tchibo GmbH, H&M Home, Teleflora, Gilde-Handwerk, Segmüller, Z Gallerie, Pier 1, Country Baskets UK, Home Centre, and Zaha Hadid Designs UK, among others.

At the heart of our operations is a dedication to showcasing more than 5000 designs through various international exhibitions, such as ASD Las Vegas, Autumn Fair International Birmingham, NY NOW's Artisan Resource, and numerous others across the globe. Our manufacturing facility, sprawling across 40,000 sq. ft., boasts a production capacity of USD 15 million per annum. Our commitment to cutting-edge technology, research, and development fuels our ambition to deliver quality products that ensure the utmost customer satisfaction, enabling them to possess truly unique offerings.



We take pride in our innovative design approach, driven by a team of talented designers hailing from Holland, Germany, Belgium, the USA, and our in-house experts.

While we are also geared to develop custom designs to order.



As a pioneering force in crafting decorative ceramic and sanitary ware, and dinnerware our pledge extends to elevating customer contentment by seamlessly meeting their needs and exceeding all pertinent criteria, including statutory and regulatory obligations, as outlined in the ISO 9001:2015 Quality Management System Standard.

Furthermore, we have also secured the ISO 14001:2015 and Sedex, which conform with the highest standards worldwide.



Our unwavering commitment to excellence propels us to perpetually refine our systems, processes, and resources. Through this dynamic evolution, we orchestrate a symphony of customer satisfaction, ensuring their aspirations are not only met but surpassed.

This ethos resonates throughout our stakeholder community, as we diligently disseminate our quality policy, establishing a unified rhythm of commitment and purpose.

VISION

To be among the top 5 global decorative ceramic companies.

MISSION

To provide high-quality, affordable decorative flower pots, vases, ornaments, and figurines to households worldwide.

MEET THE TEAM





S H B Karunaratne
Chairman/founder



N Karunaratne
Founding Director



S.H Charman Dilanga Karunaratne
Director
LLB (HONS) UK



S.H Ruchini Thamali
Director
LLB (HONS) UK | BA (HONS) UK
Attorney-At-Law
Notary public
Commissioner for Oaths



S H Dilini
Director
Dip in Aesthetic Med (U.S.A)
M.B.B.S (SL)
BS.c BMed (U.K)

ADI FAMILY

Our workforce comprises approximately 350+ dedicated employees, each holding a pivotal role within our intricate manufacturing process. They are the heartbeat of our operations, driving our commitment to excellence.





PRODUCTS

&

SOLUTIONS





Our fully automated Computerized Kilns, backed by state-of-the-art technology, produce at an impressive rate of 2x40ft containers per day. Complemented by equipment from William Bolton UK, our efficiency remains unmatched even in comparison to global giants like China.



Benefiting from the GSP plus facility provided by the European Union for about 7,500 products, we enjoy tax-free privileges and exemption from anti-dumping taxes. High-quality refined raw materials, such as Ball Clay and Kaolin are imported from the United Kingdom and combined with Sri Lanka's wealth of high quality raw materials, contributes to our consistent quality. The nation's impressive literacy rate of 92%, second only to Japan in South Asia, equips our workforce with English proficiency, bolstering our commitment to maintaining excellence in quality and design.

Our ability to foster enduring relationships with customers, owing to zero breakages due to firing at 1200°C, on-time deliveries, and territorial exclusivity with unique designs, is a testament to our dedication.



Our ISO 9001:2015 certification underscores our unwavering commitment to quality.

From inception to customer delivery, we ensure superior quality across all facets of our products and services.



Crafted from premium ceramic raw materials, our range includes decorative ceramic vases, flower pots, ornaments, figurines, dinnerware, tableware, and kitchen utensils such as tea, coffee, and sugar storage containers, as well as ceramic sanitary ware products.



OUR PARTNERSHIPS

With a presence in over 47 countries, our clientele exceeds 100, encompassing major global players like Pier One (U.S.A), H&M (across 36 countries), Tchibo (Germany), Teleflora (USA), and many more.

Mexico New Zealand Switzerland
Germany Holland
Saudi Arabia India Croatia
France Costa Rica
Greece Korea Czech Republic Cyprus Chile
Canada Dubai Denmark Morocco



Egypt Oman Kuwait
Canada England Qatar
Slovenia Bahrain USA Poland
Bulgaria Colombia Latvia
Italy Iran Spain Norway Japan
Taiwan Turkey Belgium
Austria South Africa Sweden Brazil Israel
Germany Sweden Portugal Lebanon
Australia Russia Lithuania

WHY US ?

The Geological position of Sri Lanka makes exports to Western and European countries more efficient, with frequent sailings from Colombo port which reach Europe in a matter of 18 days with comparatively low freight costs. Sri Lanka enjoys the GSP plus facility granted by the European Union for around 7,500 products, thereby making them tax free. Our products have no anti-dumping taxes imposed on them.

Sri Lanka is a land filled with resources and contains high quality raw materials such as Quartz, Silica, Feldspar, which is necessary for the production of quality ceramic. With a literacy rate of 92%, which is the highest in South Asia where a majority understands English Language is a competitive edge to maintain consistent quality and designs

In addition, it gives us the highest degree of satisfaction by seeing the same customers working with us right throughout from the beginning mainly due to zero breakages (as we fire at around 1200°C), timely deliveries and exclusivity in their own territory with uncommon unique designs.

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ACHIEVEMENTS

*O*ur contributions to the industry have been recognized through awards such as **Most Outstanding Exporter**, **Best Exporter**, **Best Entrepreneur**, **Best Industrial Achiever**, **Best Quality Award** and The prestigious **Presidential Export Gold award**, stand as a testimony to our achievement while reflecting our dedication to excellence.



Sri Lankan Entrepreneur of the year 2002 (Federation of chamber of commerce and industry of Sri Lanka).

NCE Export awards (Best Exporter of the Year, National Chamber of Exporters of Sri Lanka).

NCE Export awards (Most outstanding Exporter of the Year, National Chamber of Exporters of Sri Lanka).

CNCI Achiever of Industrial Excellence (National Level, Large Category, Manufacturing sector).

2001

Sri Lankan Entrepreneur of the year Silver Award, National

2002

Sri Lankan Entrepreneur of the year Silver Award, Western Province

2003

NCE Export awards 2003 (National Chamber of Exporters of Sri Lanka). An ADI Group achievement.

2005

National Business excellence awards

2006

National Business excellence awards. For outstanding export performance, Non traditional product & services category, Giftware and handy crafts.

2008



At the core of our values lies a deep commitment to safeguarding the environment for generations to come. We hold steadfast to the belief that our manufacturing practices should not only create exceptional products but also ensure the preservation of our natural resources and ecological balance. This philosophy guides our every action as we navigate the intersection of industry and sustainability.



SUSTAINABILITY

In adherence to this ethos, we wholeheartedly embrace the pursuit of the ISO 14001:2015 Environmental Management System certification, a testament to our unflinching dedication to environmental responsibility.

This certification stands as a marker of our ongoing journey to harmonize our operations with the highest environmental standards.



Central to our corporate doctrine is the principle of conducting business in a manner that leaves the faintest footprint on the local and global landscape. Our visionary approach has led us to establish a cutting-edge water treatment plant, an innovation that recycles waste water generated by our production processes. The fruits of this endeavor will empower us to repurpose treated water for non-potable purposes, from toilet flushing to nurturing greenery.

Our devotion to environmentally-conscious manufacturing is exemplified by our ceramic products, designed to be both reversible and reusable at any stage preceding thermal conversion. This strategic approach has catalyzed a substantial reduction in wastage, as we seamlessly reintegrate reusable materials into our production cycle.

In line with our sustainability pledge, we prioritize the adoption of advanced technologies, particularly evident in our machinery choices. An exemplary instance is the installation of our state-of-the-art kiln, a pioneering marvel in Sri Lanka. This innovation stands as a beacon of progress, substantially minimizing our ecological impact. The benefits it brings are threefold:

ELEVATED ENERGY EFFICIENCY

By optimizing combustion temperatures, our kiln dramatically reduces fuel consumption, leading to energy savings of 25-35% in comparison to conventional cold air system kilns.



EMISSION REDUCTION

The ingenious kiln design mitigates CO₂ emissions by effectively lowering stack gas temperature and volume. This achievement translates to a commendable decrease of up to 35% in CO₂ emissions.

NOX EMISSION MANAGEMENT

Through the application of staged air technology, our kiln's burner configuration masterfully controls flame structure to minimize NO_x emissions. The outcome is a remarkable reduction, with NO_x emissions measuring less than 50mg/m³.



In essence, our commitment to sustainable practices is ingrained within the fabric of our company. We don't merely manufacture; we innovate, adapt, and evolve in harmony with the environment. Through every achievement, we reaffirm our dedication to a greener, more promising future.



Our commitment to environmental consciousness extends even to our administrative practices, where we meticulously evaluate the environmental impact of every decision we make:



EMBRACING SUSTAINABLE DINING

A significant stride in our sustainability journey is the transition from individually wrapped food parcels to a buffet system for our employees. This strategic shift eradicates the need for polythene lunch sheets, notorious for taking up to 200 years to decompose. With a workforce exceeding 250 individuals, the elimination of daily polythene usage equates to around 400 lunch sheets, culminating in a staggering 124,800 sheets annually. Today, our employees savor their meals on company-provided plates, completely eradicating the use of polythene lunch sheets.



ILLUMINATING THE FUTURE WITH LEDS

A transition from CFL bulbs to LED bulbs signifies our continuous pursuit of energy efficiency, as LED technology not only offers superior illumination but also reduces energy consumption.

ECO-FRIENDLY SUPPLIERS

We source corrugated boxes crafted from recycled paper, ensuring not only their easy decomposition but also a contribution to the circular economy.



WATER CONSERVATION

By introducing foot-pedal-operated taps within production areas, we've significantly curbed water wastage. This innovative measure underscores our dedication to efficient resource utilization.



EMPOWERING RECYCLING NETWORKS

We actively contribute to the recycling ecosystem by selling used cartons and polythene to recyclers, facilitating the reintegration of these materials into new products.

REVIVING PLASTER MOULD BY-PRODUCTS

Even in the face of by-products, our sustainability mindset prevails. Expired plaster of Paris moulds find new purpose through sales agreements with chalk manufacturers and sculptors, transforming waste into valuable resources.



FROM SCRAPS TO NOURISHMENT

Our commitment to recycling and reusing remains unwavering. Compost bins convert food waste into nutrient-rich compost, nurturing our plant life and exemplifying the beauty of closed-loop practices.



STRATEGIC WASTE MANAGEMENT

Waste segregation through distinct bins streamlines disposal processes. A keen observation of daily food waste accumulation, averaging 10 kg, equivalent to approximately 30 plates, prompted an innovative approach. Collaborating with our food supplier, we've introduced a dual-serving system, reducing waste and reinforcing mindful consumption.



The narrative of our sustainable practices finds resonance in our remarkable solar energy initiative. Through the installation of a 250 kW solar energy generation system, we harness the sun's power to produce electricity, contributing to the national grid. This embrace of renewable, non-polluting energy sets a paradigm for our industry peers. Our solar energy dashboard, depicted below, provides a real-time glimpse into this transformative endeavor, inspiring a future where sustainable energy becomes the norm.

Total Green Energy Generation - 851MWhrs (851,000 Units)

344,000 Kgs of Coal burning avoided.


681,000Kg of CO2 emission avoided.


**ENVIRONMENTAL CONTRIBUTION IS EQUIVALENT TO
PLANTING 46,500 TREES.**




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