

OTTO[®]
BATHWARE
LASTS GENERATIONS



COMPANY
PROFILE
2025



Sedex[®]
SMETA PILLAR 4 APPROVED
Audit Reference: ZAA600030879



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.

I consider myself 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



01 | ABOUT US

BEYOND ESTHETICS


We offer a wide array of products, focusing on design, quality and the luxury of affordability.





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 *inter alia* Tchibo GmbH, H&M Home, Teleflora, Gilde-Handwerk, Segmüller, Z Gallerie, Pier 1, Country Baskets UK, Home Centre, and Zaha Hadid Designs UK.

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.



Established three decades ago, OTTO Bathware is a subsidiary of the esteemed ADI Group, Art Decoration International Pvt Ltd. Our operations are based in a cutting-edge facility spanning 40,000 square meters in Bandaragama.

Today, we proudly stand as the largest ceramics manufacturer and exporter in South Asia. Additionally, we hold the distinction of being the second largest sanitaryware manufacturer in the nation, with a widespread presence encompassing 500 retailers across the island.

At OTTO Bathware, we harmonize contemporary designs with state-of-the-art processes to craft an unrivaled range of exquisite sanitaryware. Our products serve as a testament to aesthetic beauty, seamless functionality, and enduring quality. We offer a diverse array of items, with a primary focus on design, quality, and making luxury affordable.

Our vision for design extends beyond aesthetics; it permeates deep into the essence of transforming living spaces. We believe in the power of beauty and sophistication converging to enhance the ambiance of your personal sanctuary, where you prepare yourself for the world.



VISION

At OTTO Bathware, our vision is to redefine affordable luxury in Sri Lanka by integrating it seamlessly into our products. We aspire to be the foremost trusted brand in sanitaryware, dedicated to meeting the diverse needs of every domestic household.

MISSION

Our mission at OTTO Bathware is to provide superior quality sanitaryware products, crafted using cutting-edge German technology and the finest raw materials. We are committed to delivering flawless products with a lifetime warranty at an accessible price point, ensuring the utmost satisfaction of all our stakeholders.

02 | MEET THE TEAM

Introducing our exceptional team of visionaries, dedicated to transforming industries through innovation and excellence.





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)

03 | OTTO FAMILY

Our workforce comprises approximately 300 dedicated employees, each holding a pivotal role within our intricate manufacturing process. They are the heartbeat of our operations, driving our commitment to excellence.





04 | PRODUCTS & SOLUTIONS

Our company's mission is to harmonize elegance with functionality, producing enduring works of art that enrich homes around the world, while unwaveringly upholding the highest standards of quality.





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. Sri Lanka's wealth of high-quality raw materials, including Quartz, Ball Clay, and Kaolin, essential for ceramic production, 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 company specializes in blending the essence of sophistication with everyday practicality, crafting a collection of exquisite pieces that grace homes in 50 countries worldwide. Each creation is a timeless masterpiece, built with a commitment to enduring quality spanning 25 years.

We take great pride in adhering to the highest standards of excellence, in alignment with ISO 9001:2015.

Our dedication to uncompromised quality is fortified by our advanced manufacturing technology and innovative sourcing strategies:

- Our ceramic sanitaryware is meticulously fired in state-of-the-art automated kilns, reaching temperatures as high as 1240°C.
- We procure our raw materials from the UK, while our glazes, stains, and other essential components originate from Spain, Italy, Malaysia, and various other nations.
- Our technological prowess is benchmarked against renowned global brands such as William Boulton UK, Nutec Bickley, Forno Ceramica Portugal, Linkcon Technologies, and Port-o Australia.
- Industrial automated drying systems are employed to minimize moisture content in our products, ensuring optimal performance.
- The application of a flawlessly smooth glaze is executed by our highly trained and skilled personnel.





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



06 | WHAT MAKES US UNIQUE

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, Ball Clay, Kaolin, 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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Our products are exceptionally durable, with zero breakages, thanks to our firing process at approximately 1200°C, ensuring strength and resilience in every piece.



07 | **ACHIEVEMENTS**

Our 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.

2001

Sri Lankan Entrepreneur of the year Silver Award, National.

Sri Lankan Entrepreneur of the year Silver Award, Western Province.

Sri Lankan Entrepreneur of the Year 2002 (Federation of Chamber of Commerce and Industry of Sri Lanka).

2002

2003

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

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

2005

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

National Business Excellence Awards.

2006

National Business Excellence Awards. For Outstanding Export Performance, Non traditional product & services category, giftware and handy crafts.

CNCI Achiever of Industrial Excellence (National Level, large Category, manufacturing sector).

2008

2020

NCE Export awards 2020, Resilient Exporters, ceramic and porcelain product sector - GOLD.

Global CEO Forum 45 Under 45, Leadership Excellence Platinum Award.

2024



08 | SUSTAINABILITY

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.



In adherence to this ethos, we wholeheartedly embrace the pursuit of the ISO 14001:2015 Environmental Management System certification, a testament to our unfluctuating 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 prioritise the adoption of advanced technologies, as reflected in our choice of machinery. A prime example is the installation of our state-of-the-art kiln, a pioneering achievement in Sri Lanka. This innovation stands as a beacon of progress, significantly reducing our ecological footprint. Its benefits are threefold:

ELEVATED ENERGY EFFICIENCY

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



EMISSION REDUCTION

The ingenious design of the kiln mitigates CO₂ emissions by efficiently lowering the temperature and volume of stack gases. This achievement results in a commendable reduction of up to 35% in CO₂ emissions.

NO_x EMISSION MANAGEMENT

By applying staged air technology, the kiln's burner configuration expertly controls the flame structure to minimise NO_x emissions. The result 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 carefully assess the environmental impact of every decision:



EMBRACING SUSTAINABLE DINING

A significant step in our sustainability journey has been the shift from individually wrapped food parcels to a buffet system for our employees. This strategic change eliminates the need for polythene lunch sheets, notorious for taking up to 200 years to decompose. With a workforce exceeding 250 individuals, this transition has removed the daily use of around 400 lunch sheets, amounting to a remarkable 124,800 sheets annually. Today, our employees enjoy their meals on company-provided plates, completely eradicating the use of polythene lunch sheets.



ILLUMINATING THE FUTURE WITH LEDS

The switch from CFL bulbs to LED technology reflects our ongoing drive for energy efficiency, as LED lighting offers superior illumination while reducing energy consumption.

ECO-FRIENDLY SUPPLIERS

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



WATER CONSERVATION

By introducing foot-pedal-operated taps in our production areas, we have significantly reduced water wastage, reinforcing our commitment to efficient resource utilisation.



EMPOWERING RECYCLING NETWORKS

We also actively support 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 when faced with by-products, our sustainability mindset remains steadfast. Expired plaster of Paris moulds are repurposed through agreements with chalk manufacturers and sculptors, transforming waste into valuable resources.



FROM SCRAPS TO NOURISHMENT

Our commitment to recycling and reusing is 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

We streamline disposal through waste segregation with distinct bins. Observing daily food waste accumulation, averaging 10 kg (about 30 plates), we introduced an innovative solution. In collaboration with our food supplier, we implemented a dual-serving system, reducing waste and encouraging mindful consumption.





The story of our sustainable practices is further amplified by our remarkable solar energy initiative. With the installation of a 250 kW solar energy generation system, we harness the sun's power to produce electricity, contributing directly to the national grid. This adoption of renewable, non-polluting energy sets a new standard for our industry peers. Our solar energy dashboard, shown below, offers a real-time view of this transformative effort, 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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