



ABAY ESDEE  
PAINTS



## **ECOSILK HEALTHGUARD**

Advanced Anti-viral & Anti-bacterial  
Ultra Modern Hygienic Coatings

# Index

- Abay Esdee Paints Expertise
- Our Strengths
- Consumer Concerns
- Ecosilk Healthguard  
Ultra Modern Hygienic Coatings
  - AV-AB Mechanism
  - Protection for Diverse Surfaces
  - Advantages
  - AV-AB Test Data
  - Fast Facts



## Abay Esdee Paints Expertise

**Jelaram Private Ltd. Co.** started its operation in 2005 in chemicals for plastic and cosmetics industry. In 2007, the company diversified into the paint industry.

The manufacturing plant in Tatek Industrial Area, produces a wide variety of superior quality paint with its own quality control laboratory with latest technology.

In 2016, the company partnered with one of the largest paint manufacturer ESDEE PAINTS LTD, India for technology transfer. The new brand **Abay Esdee Paints** evolved, which added new product range in Industrial, Wood and Automotive Coatings.

Developing products that are socially responsible, is our commitment. Low manufacturing costs by means of process improvement is the key goal. We constantly conduct exploratory research to develop new product lines and market.



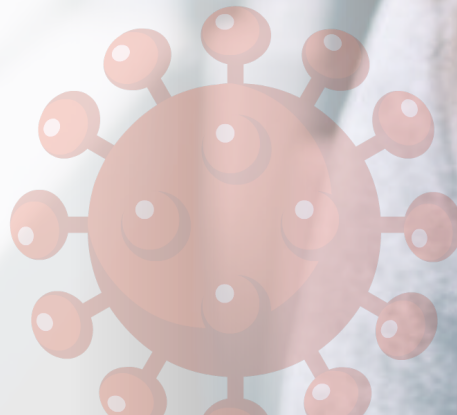
# Our Strengths

- ISO 14001 / 45001 / 9001 Certified Manufacturing Facilities
- Developing Patented Unique Materials
- DSIR Approved R&D Facility
- Customised Solutions
- Collaborative Culture
- Application Research & Support
- Bringing World Class Technologies to Market
- Co-branding & Marketing Support



## Consumer Concerns Today

- Consumers have become much more aware of how infectious viruses and dangerous microbes spread due to the COVID-19 pandemic.
- Consumers are taking preventive measures to protect themselves & their families.
- Many studies confirm that consumers are feeling anxious, sad, scared, and overwhelmed.





### SNAPSHOT OF CHANGE IN CONSUMER BEHAVIOUR



**Shopping trips** will be less but more focused

**Less footfall** but high conversion in malls

**Consumers** will avoid crowded stores

**Prefer** low exposure, contactless shopping

**Carry own** shopping bags even if buying Apparel & CDIT

**Prefer stores** on basis of hygiene-level, safety

**Less expenditure** on products but more on essential purchase

**More confidence** on establish brands



**63%**  
expect this  
experience to  
change the way  
they shop in the  
future.



ABAY ESDEE  
PAINTS



**66%**

of consumers say  
they feel "very afraid  
these days"



**WOMEN 72%**

**MEN 57%**

\*Cotton Inc. COVID-19 & Consumer Concerns Study

## Consumer Demand & Choices for Anti-viral

- In times of Covid-19, the awareness for hygiene has increased considerably.
- But consumers are struggling to choose the right product since the market is flooded with different protective technologies.
- Need of the hour is to provide the consumers with credible and trustworthy antiviral protection.

# ECOSILK HEALTHGUARD

Advanced Anti-viral & Anti-bacterial  
Ultra Modern Hygienic Coatings





# Coatings need durable Anti-viral & Anti-bacterail (AV-AB) Protection

## Needs **PROTECTION & SAFETY**

Anti-viral & Anti-bacterial properties are important for coatings for various end uses such as:

- Institutions
- Kitchens
- Hospitals
- Office Spaces
- Indoor & Outdoor Spaces



## **SOLUTION**



Ecosilk Healthguard Paints ensure anti-bacterial & anti-virus efficacy of >99% and gives long-lasting protection to all types of coatings applications.

### **Solution Coating Categories:**

- Decoration
- **Protections**
- Identification
- **Sanitization**



Painted Surfaces



Floorings



Glass



Ceramics



Leather



Plastics



Textiles



Laminates



Wood



Metal Surfaces

Protection  
for every  
Surface



**Glass  
Coatings**



**Polyester Coatings**



**Melamine  
Wood Coatings**



**Laminate  
Coatings**

**Chemical  
Formats**



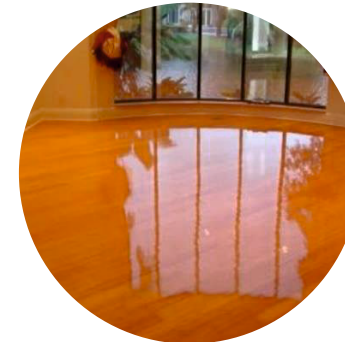
**Acrylic  
Coatings**



**Epoxy Floor  
Coatings**



**Lacquer Coatings**



**Polyurethane  
Coatings**

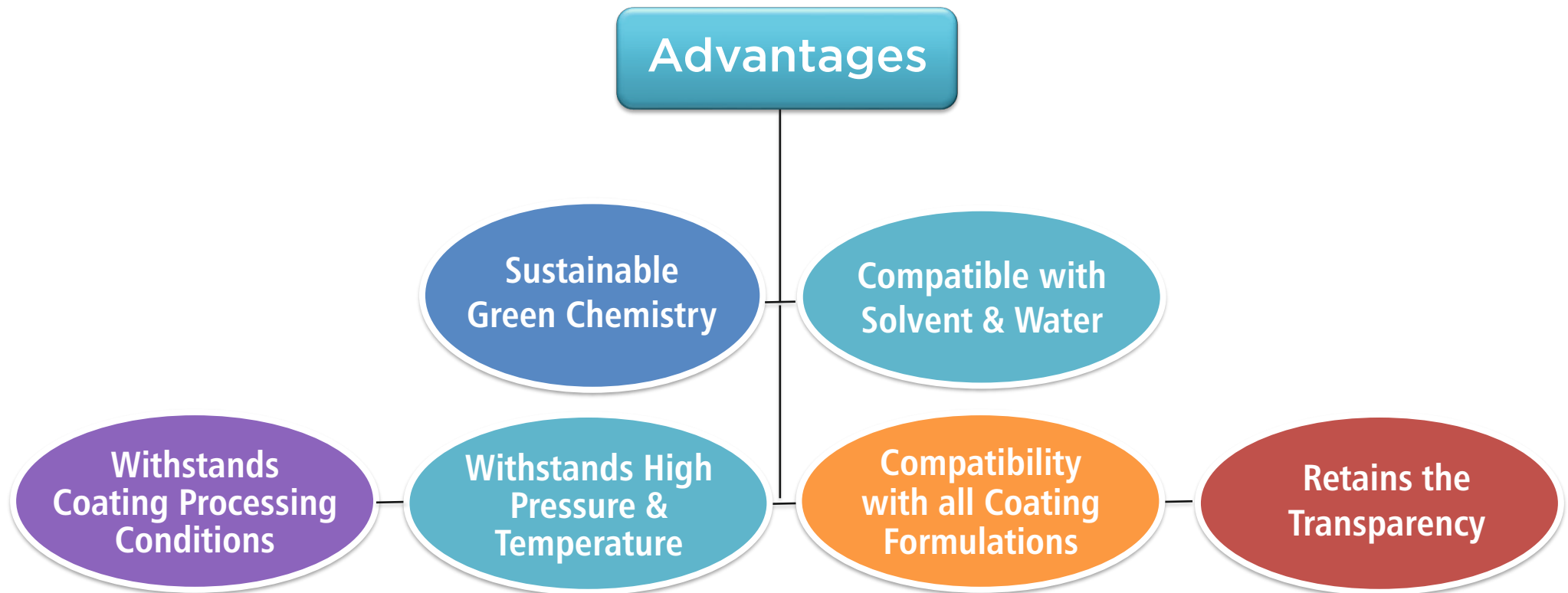
Products can be Customised based on the Application Requirement.

## Paint Applications

### AV-AB Solutions for:

- Water Based Enamels
- Acrylic Based Enamels
- Oil Based Paints
- Alkyd Resin Based Paints
- Polyurethane Based Paints

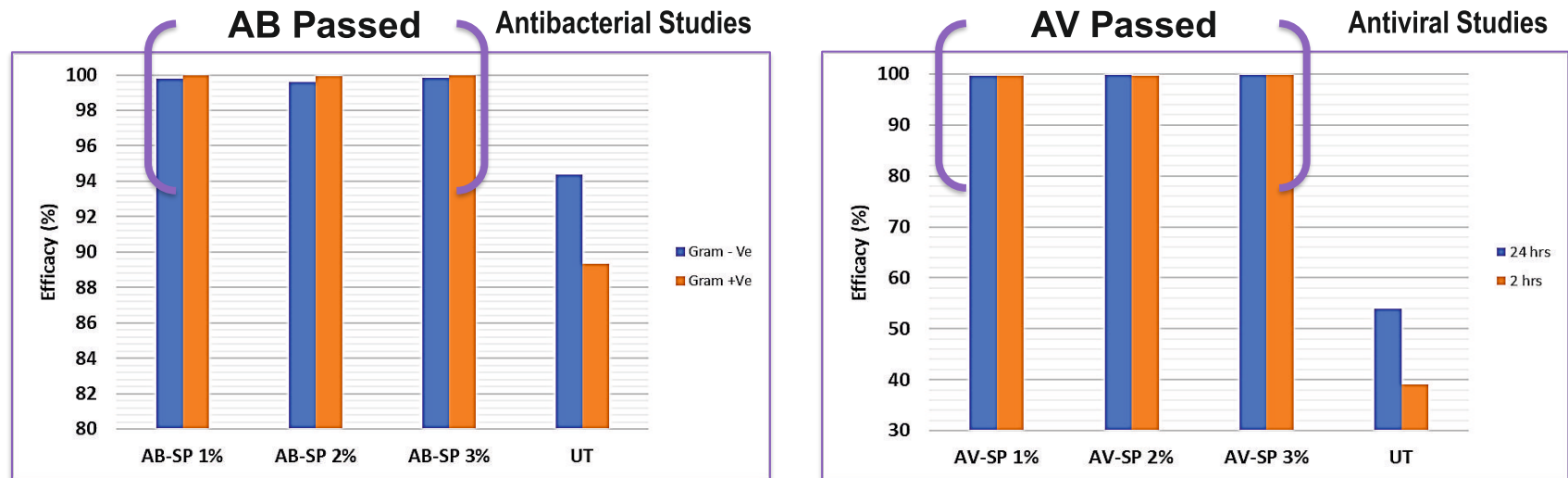
# Advantages for Paints & Coatings





**ANTI-VIRAL &  
ANTI-BACTERIAL  
EFFICACY  
TEST RESULTS**

## Successful AV-AB Test Data (Water based)

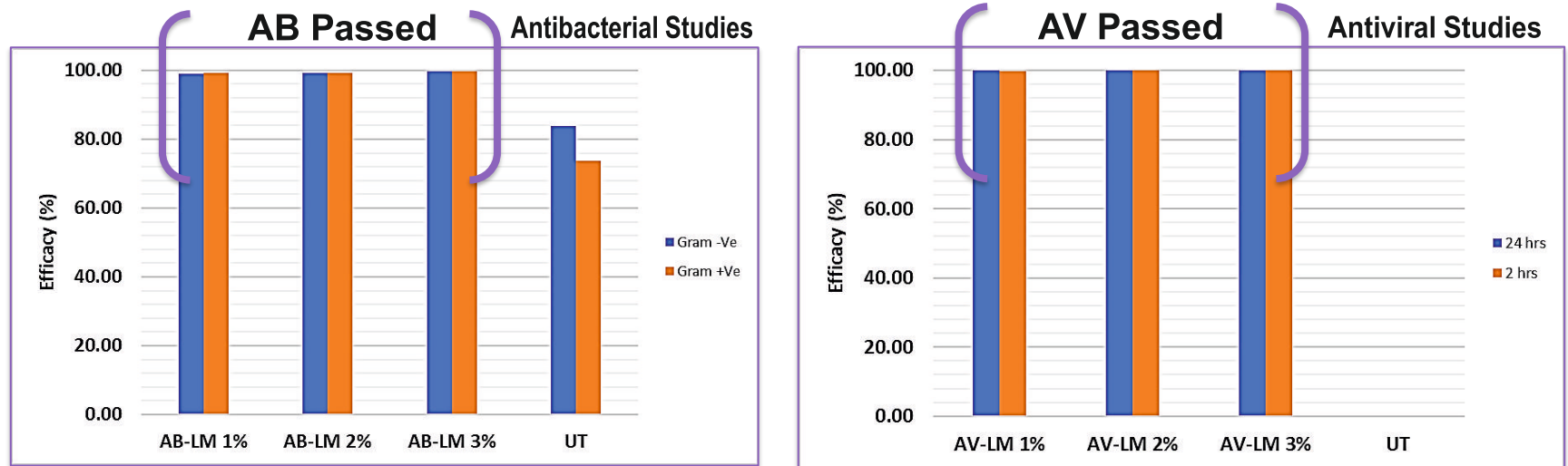


- Loading of additives 1% to 3% for screening studies
- AB properties passed at all the levels
- AV properties passed at 2 hrs and 24 hrs contact time
- Recommended dosage is 1% to 2%
- Compatible for all types aqueous based coating applications

\*Protocol for Antibacterial is JISZ 2801 (globally accepted)

\*Protocol for Antiviral is ISO 21702:2019 (globally accepted)

# Successful AV-AB Test Data (Solvent based)



- Loading of additives 1% to 3% for screening studies
- AB properties passed at all the levels
- AV properties passed at 2 hrs and 24 hrs contact time
- Recommended dosage is 1% to 2%
- Retains the aesthetic texture after coating

\*Protocol for Antibacterial is JISZ 2801 (globally accepted)

\*Protocol for Antiviral is ISO 21702:2019 (globally accepted)



## **Fast Facts of Technologies from Abay Esdee Paints**



**Low Silver Loading**

**Effective Against a  
Broad Range of  
Viruses & Bacteria**

**Non-Hazardous &  
Exceptionally Safe**

**Safe to Touch**

**Inorganic &  
Non-Leaching**

**Doesn't Decompose  
& Release Harmful  
Chemicals**



ABAY ESDEE  
PAINTS



## Jelaram Esdee Manufacturing PLC

Gofa Gabriel, Behind Bethefage Church,  
House No. 690, Nefas Silk Laphto Kefleketema,  
Addis Ababa, Ethiopia

## JESAL BIPIN MEHTA

📞 +251 911508485 / +251 946444444

🕒 +251 911508485 / +251 946444444

✉️ jesal@abaypaints.com

## BHANU KUMAR HUMAD

📞 +251 929367629 / +251 114672867

🕒 +91 8828301605

✉️ bhanu@abaypaints.com